Electrical
Merchandising

A McGRAW-HILL PUBLICATION • ONE DOLLAR

MAY • 1958

BUY IT NOW SEE PAGE 45

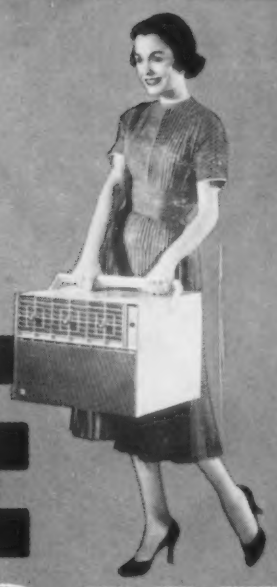
BUY IT NOW

BUY IT NOW

BUY IT NOW

now... a

FULL ½ HP PORTABLE AIR CONDITIONER



from **Coolerator®**

Already Production Upped to Meet Dealer Demand!!!

A Complete 1958 Room Air Conditioner Line for MORE DEALER PROFIT! • Exclusive LECTROFILTER® • Exclusive PERMALIFE® Finish • Exclusive M.P.T. (Maximum Performance Tested).





Watch those portable claims! Are they ¼ or ½ hp? HERE'S a portable room air conditioner that's a *FULL* ½ hp . . . puts out 4000 B.T.U.'s* . . . uses new super-compact Tecumseh "pancake" compressor, Model AR26.

- **FULL ½ HP**
- **4000 B.T.U.'s***
- **ONLY 65 LBS.**
- **VOLUME SALES (bedrooms, dens, nurseries, to take on trips)**

COMPLETE NEW PROMOTION PACKAGE TO HELP YOU SELL!

Dramatic Lectrofilter Demonstration • Metal Display Stand • Display Material • Descriptive Literature

HIGH-CAPACITY COOLERATOR DEHUMIDIFIERS BRING MORE PROFIT TO YOU

• Remove Moisture Faster • Beautifully Styled to Fit *Anywhere* • Custom Model With Humidistat.

*Tested and rated in compliance with A.R.I. Standard 110-56.

McGRAW EDISON

WRITE FOR FULL DETAILS
COOLERATOR DIVISION
McGRAW-EDISON COMPANY • ALBION, MICHIGAN
Finest in Home Comfort Appliances

COOLERATOR DIVISION
McGRAW-EDISON COMPANY • DEPT. CAC85-EM
ALBION, MICHIGAN

Rush me full information on Coolerator Air Conditioners.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SPOTLITE...a quick look at what's going on

MAY 1,1958

Statistics tell only part of any story---and that was never more evident than in the appliance-radio-TV industry last month. While almost every available figure (pages 9, 12, 15 and 23) told a discouraging story, there was still a great deal of heartening news being made within the industry. No single item was more important than the positive attitude the entire industry was taking to encourage the public to "Buy It Now" (page 50). As its contribution ELECTRICAL MER CHANDISING this month offers a striking "Buy It Now" cover you can use in your own store and six pages (beginning on page 45) of information on how you can capitalize on this campaign.

But there was good news on a half-dozen other fronts last month. The annual McGraw-Hill survey of "Business Plans for New Plants and Equipment" showed that appliance manufac turers plan to step up their expenditures for these purposes next year. Even more signifi cant is the fact that this pickup in appli ance manufacturers' plans for expansion runs counter to the trend of industry in general (page 24). . .

At the retail level there were more and more indications that business isn't behaving as badly as newspaper headlines might indi cate. EM's Bill McGuire calls today's slump an "elusive recession" and points out that in many areas in the South good news balances the bad (page 18). . . In the Southwest and Far West EM editors report a "continuing slight upturn" (pages 20 and 22). . . And talks with key department store men at NRMA's home furnishings conference in early April brought numerous reports of encouraging busi ness. . . One of the most tangible pieces of evidence pointing to an upturn was Westing house's mid-month decision to postpone an expected layoff at its Columbus plant. . .

An upturn, of course, was exactly what the industry needed. Despite the optimistic developments mentioned above, business has been down. Just how far down can be grasped in a glance at two tabulations elsewhere in this issue. Two-month summaries of manufac turer sales show only one product---electric water heaters---ahead of last year (page 12) . . . And a brand new ELECTRICAL MERCHAN DISING statistical service being inaugurated with this issue makes it evident that retail sales are following a similar pattern. With the cooperation of 25 utilities (which serve over 17 percent of the country's wired homes) ELECTRICAL MERCHANDISING is presenting for the first time an up to the minute, nation wide sampling of retail activity. This month's chart shows encouraging activity in room air conditioners but the only pro duct actually running ahead of 1957 is the electric water heater (page 15). . .

Dealers, concerned with this situation, are taking a double-barreled approach in trying to come up with a solution. On the one hand they're re-examining what they've been doing on familiar products like refrig erators and developing new sales programs tailored to sell highly-saturated merchandise in today's competitive market (page 60). . .

The second approach is to pay much closer attention to new products and new services. Still new enough to qualify in this connec tion is color television: and in a thorough review of what's happening in this field, EM's editors found a lot more dealer activity than one might imagine (page 51). . . In the meantime, retailers were paying more and more attention to the coming introduction of stereo records and playback equipment. Last month's major development was the easing of a possible conflict between record makers in the "kinds" of stereo records they would be issuing this summer (page9). . . And fi nally, this winter's growing interest in kitchens continued to manifest itself. EM's reporters in Cleveland found that kitchens were proving to be relatively recession-proof (page 20). . . Additional evidence of this can be found in the Federal Reserve's survey of buying intentions (page 9). . . Kitchens even made headlines in EM's New Products pages where a new sink which Youngs town thinks of as "revolutionary" is described (page 124). . .

Finally, there was no better summing up of industry thinking than EEI's recent sales conference where utility men decided that "It's Really Time To Sell" (page 66). . .

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AUTOMATIC WASH 'N WEAR is big news for MAY!

• at department stores — men's stores — women's shops • in newspapers and national magazines

Here's big news for Westinghouse Laundry Dealers

WESTINGHOUSE SPACE-MATES

The 16-lb. combination that's the PERFECT PAIR FOR WASH 'N WEAR

ALL AMERICA WILL SEE THE SPACE-MATES DURING MAY



NATIONAL ADVERTISING

GOOD HOUSEKEEPING, May issue, this full-page advertisement.

WESTINGHOUSE STUDIO ONE IN HOLLYWOOD — television's leading dramatic show. An actual Wash 'N Wear Demonstration showing the Space-Mates in action on Monday, May 5th.



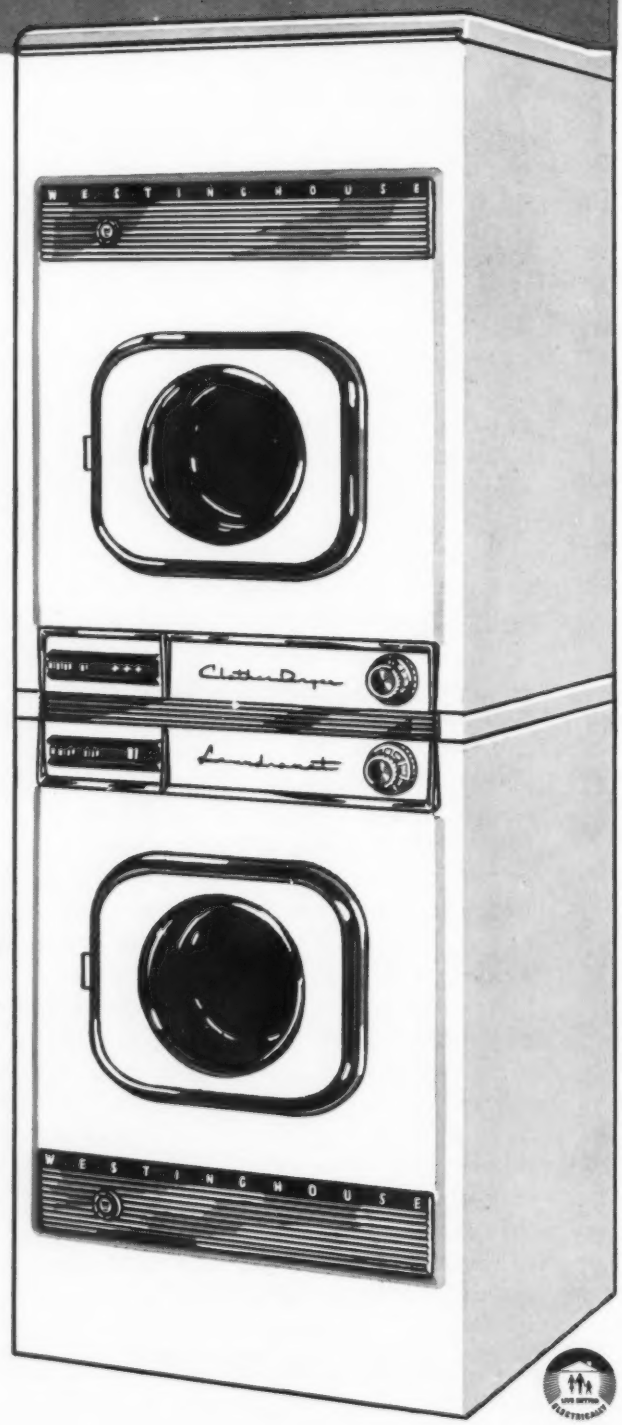
This **GOOD HOUSEKEEPING Guarantee tag** awarded to Westinghouse Laundry Equipment.

This great promotion . . . this great laundry pair . . . can pave the way for a terrific *local* push that can ring up profitable sales for you. Learn how you can tie in with your neighborhood stores to make wash 'n wear customers think of *you!* Your Westinghouse Distributor will give you the details.

THE SHAPE OF TOMORROW

YOU CAN BE SURE... IF IT'S Westinghouse

OAS



WESTINGHOUSE HAS
BIG PLANS for SUMMER
WITH THIS
All-Out Refrigerator Promotion!

Giant $50,000 Consumer Contest

Designed to bring customers to your store in droves . . . building traffic for you from the middle of MAY to the very end of JUNE!

FIRST ANNOUNCEMENT will be made in this full-page advertisement in the May 19th issue of LIFE Magazine (right).



CONTINUOUS PROMOTION in these 6 big-circulation magazines will keep customers streaming through your doors for official entry blanks.



FOR 7 SOLID WEEKS Studio One in Hollywood will tell your best customers to enter this great contest.

WIN everything but the kitchen sink!

1st prize $5,000 "Golden Dreams" Kitchen!

Completely equipped—floors, cabinets, major appliances—everything! (Or $5,000 in cash.) And we'll even buy you the kitchen sink—it's the one appliance Westinghouse doesn't make!

$50,000.00
Westinghouse Refrigerator Contest



Heart of any dream kitchen

NEW WESTINGHOUSE WITH COLD INJECTOR

65 of these refrigerators are prizes in this contest

Westinghouse with Cold Injector chills foods, beverages faster . . . keeps them better. Compartmented like a desk with 10 Store-and-Serve units that go handily to counter or table. Glide-out shelves adjust to 12 positions. FROST-FREE automatic defrosting refrigerator with separate home freezer. Magnetic door, ice cube server—and your choice of 55 ways of adding a little or a lot of color to your kitchen with exclusive Westinghouse color panels. Yet Westinghouse refrigerators start as low as $199.95 less trade.

IT'S EASY, IT'S FUN TO ENTER!

Complete the last line of this jingle

A Westinghouse with Cold Injector
Chills much faster, too.
It looks so fine in its design

You complete the last line. Remember, it must rhyme with "too." You might say, "It's too good to be true." Or "I love it through and through." You can surely think of many better lines. The cleverest, the aptest, the most original, will win a $5,000 kitchen!

Get entry blank at your Westinghouse dealer's

All entries must be on an official entry blank. Entry blanks are FREE at your Westinghouse dealer's—with no obligation to buy. But hurry! Contest ends midnight, June 30, 1958.

465 OTHER PRIZES

25 Westinghouse 16 cu. ft. Refrigerators
40 Westinghouse 12 cu. ft. Refrigerators
100 Westinghouse Portable Mixers
100 Westinghouse Coffee Makers
100 Westinghouse Steam Irons
100 Westinghouse Fry Pans

$1000 BONUS if you buy a Westinghouse Refrigerator during the contest and then win a refrigerator as a prize.

YOU CAN BE SURE...IF IT'S Westinghouse

THE SHAPE OF TOMORROW

Westinghouse Electric Corp., Columbus, Ohio. See TV's top dramatic show—Westinghouse Studio One in Hollywood

AND IN ADDITION to this powerful national promotion—hard-hitting local advertising and display helps . . . everything you'll need to identify your store as Contest Blank Headquarters!

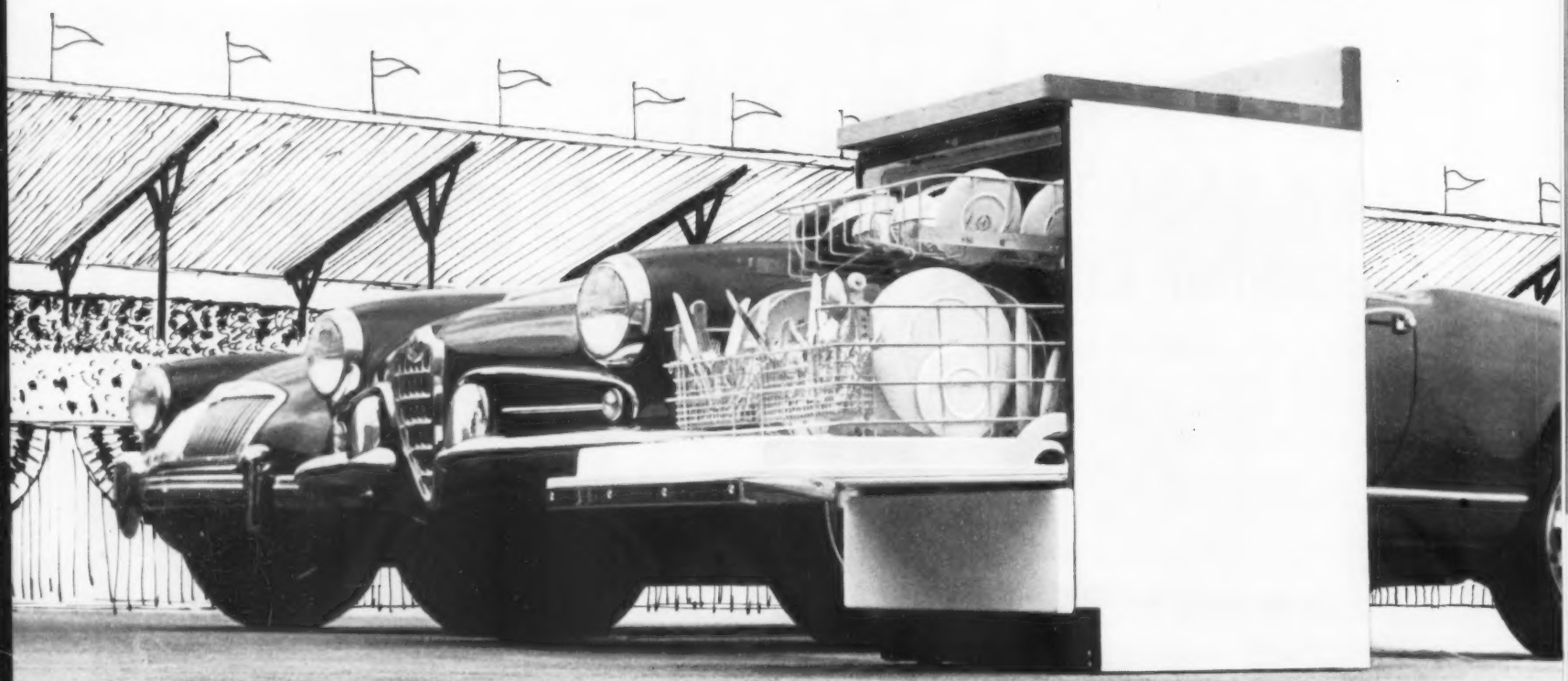
OPPORTUNITY ASSISTANCE SUCCESS OAS WESTINGHOUSE

THE BIG PAYOFF will come at your cash register . . . *IF you use every opportunity to turn requests for entry blanks into SALES!* Be ready for the big rush. Be sure to get all the contest details from your Westinghouse Distributor . . . soon!

YOU CAN BE SURE...IF IT'S
Westinghouse
THE SHAPE OF TOMORROW

SETTING THE PACE

...on a fast track!



A fast start... staying out in front all the way. That's the WASTE KING Super Dishwasher-Dryer with SEVEN exclusive features.

In just a few months, WASTE KING distribution has DOUBLED! Dealers coast to coast are finding spotless drying, better washing, quiet operation, interchangeable front panels, humidity-free drying, pre-rinsing, huge capacity turn lookers into buyers. Everywhere—sales are up!

Set the pace with WASTE KING—America's fastest growing appliance manufacturer. See your WASTE KING DISTRIBUTOR... or write for full facts today to:

WASTE KING CORPORATION

Waste King

3300 East 50th Street
Los Angeles 58, California

DISHWASHERS • DISPOSERS
BUILT-IN RANGES • INCINERATORS

Sport cars courtesy of Italiano Motors, Burbank.

Advanced knowledge, pace-setting techniques go into every WASTE KING appliance.

You *know:* if it's WASTE KING it's right!

Exacting quality control, maximum-standard manufacturing methods go into every WASTE KING appliance.

You *know:* if it's WASTE KING, it *stays* right!

Strong advertising and sales promotion on a week-in, week-out basis coast to coast back WASTE KING appliances.

You *know:* if it's WASTE KING, it *sells* right!

MAY 1958

A McGRAW-HILL PUBLICATION

Electrical Merchandising

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Here are two brand new, exclusive ELECTRICAL MERCHANDISING features. We're proud of them and think you'll find them useful. First, look at the "How's Business" chart on page 15. You'll get a quick, up to the minute idea of how appliances are selling at retail in 25 key markets. Then turn to page 23 and, in an equally unique feature, you'll find a handy summary of how the industry's stocks have been behaving on Wall Street.

Here's exactly what you've been looking for if you're worried about the effect of the recession on your business. And don't forget that this month's cover was designed especially for use in your store. See page 47 for ideas.

The much talked about "breakthrough" of color TV hasn't taken place yet, but for hundreds of dealers it doesn't matter—they're already selling color and making money on it. All the details are here.

NEXT MONTH you'll learn how dozens of dealers are facing up to the problem of trade-ins—and how many of them have found profitable solutions. Watch for the Special Report on Trade-Ins in the June issue



Electrical Merchandising

MAY, 1958 VOL. 90 NO. 5

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Postmaster. Send form 3579 to Electrical Merchandising, 330 W. 42 St., New York 36, N. Y.

What makes HOOVER the biggest name in floor care?

Experience

(50 years of it!)





The appliances women are sold on before they come into your store

Hoover®

FIRST FOR FIFTY YEARS

Year after year, Hoover floor care equipment continues to lead the industry in dependability and performance. The "know-how" it takes to maintain this product superiority calls for experience . . . and Hoover has half a century of that! That's why women are presold on Hoover's reliability—why year after year, more women prefer Hoover over any other brand. So why not give the lady what she wants? A Hoover. (*You'll* come out ahead, too.) The Hoover Company, North Canton, Ohio.



"...an effective and realistic customer-service plan..."

W. J. McNeal

Manager, Service Department
Hotpoint Co.

Hotpoint trends

When Hotpoint announced its new Dealer-Profit Program a few months ago, we said that one of its vital elements was the establishment of an effective and realistic customer-service plan.

In a short time, we think we've done a great deal to achieve this goal. Here's what has been accomplished . . .

1. Factory-trained regional service managers have been increased by 50%.
2. The factory inventory of replacement parts has been doubled, and back-ordering of parts has been practically eliminated.
3. 90-day inventories of all operating parts are being maintained in local Distributor's warehouses.
4. Service instructions and materials are being sent directly to service technicians to eliminate delay.
5. As soon as new models are introduced, service manuals and parts are made available.
6. The number of service training schools has been increased. Courses are regularly scheduled—and they give your service personnel the practical know-how to work quickly and efficiently.

This program is working right now—backing up Hotpoint product superiority with fast, effective customer service. It makes an unbeatable combination for Hotpoint Dealers.

Hotpoint Dealers' profit opportunities are greater than ever before...

If you're not a Hotpoint Dealer—you should be!

LIVE BETTER ELECTRICALLY

Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)

HOTPOINT CO. *(A Division of General Electric Company).* CHICAGO 44, ILLINOIS

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS
CUSTOMLINE • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION

QUICK-CHECK OF BUSINESS trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-1949=100)	134	129	153	**12.4% down**
RETAIL SALES total ($ billions)	16.1	16.2	16.4	**1.2% down**
DEPARTMENT STORE SALES index (1947-1949=100)	130	124	137	**5.2% down**
CONSUMER DEBT owed to appliance-radio-TV dealers ($ million)	363	367	362	**0.6% more**
FAILURES of appliance-radio-TV dealers	49	38	43	**3.3% more**
HOUSING STARTS (thousands)	79.0	65.0	87.0	**1.3% down**
AUTO OUTPUT (thousands)	357.0	392.1	578.4	**30.8% down**
DISPOSABLE INCOME annual rate ($ billions)	299.3	302.1	296.1	**1.1% up**
LIVING COSTS index (1947-1949=100)	122.5	122.3	118.7	**3.3% up**
CONSUMER SAVINGS annual rate ($ billions)	18.3	19.8	19.5	**6.2% down**
UNEMPLOYMENT (thousands)	5,198	5,173	2,882	**60.8% up**

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) (*New Series)

There are one or two encouraging bits of news in the survey of consumer finances just released by the Federal Reserve Board in cooperation with the Survey Research Center of the University of Michigan.

This annual study relies on interviews with 2600 consumers; the 1958 survey was made in January and February and preliminary results were released in late March. The Board sums up this year's study like this: "Consumers . . . viewed their financial positions and prospects less favorably than a year ago and expressed concern about the general business outlook."

One item in the survey which makes good reading for the appliance-radio-TV industry is the tabulation of consumers' plans to buy. In 1958, 28.3 percent said they planned to buy "furniture or major house appliances." This was down from 29.4 percent in 1957 but roughly equal to the 28.0 percent and 28.5 percent figures in the 1956 and 1955 surveys. In two other categories, houses and new autos, buying intentions were down not only from 1957 figures but from 1956 and 1955 as well.

For dealers who have decided to get into kitchen business there's one other encouraging figure in the same chart. Consumers were also asked if they plan to spend $50 or more on home improvement or maintenance. In this field 22.8 percent said yes, down from 23.4 percent in 1957 but up from 22.2 and 22.0 in 1956 and 1955. This tends to support a rather widely accepted belief that in times of a slowdown in economic activity, consumers are inclined to put their money into improving what they already own.

•

The picture in stereo records has cleared up somewhat in the past month. For a time it looked like another "battle of the speeds" might be in the making. Although it's been a full ten years now since LP's and 45's slugged it out for consumer acceptance, no one was particularly anxious to go through anything comparable in stereo.

Here's what happened. At the IRE show in March, Columbia Records unveiled a "compatible" stereo record which the company said could be played on either a monaural or stereo player. Up until that time the industry had been talking only of a stereo record which in the strictest sense isn't compatible—it can't be played on an existing monaural player unless a stereo cartridge is substituted for the conventional cartridge.

The Columbia development introduced an element of doubt. Many who heard it thought that it downgraded the

(*Continued on page* 10)



"Most of our service business comes from our ads in the Yellow Pages"

says **PAUL BILEZIKIAN**, Proprietor,
NEWTONVILLE ELECTRICAL CO., INC., Newtonville, Mass.

"One reason the Yellow Pages are our major advertising effort," says Mr. Bilezikian, "is that they bring us most of our service business — and service gets us into customers' homes. That way we get a chance to quote prices on the appliances we sell — and to compete successfully in the highly competitive TV and appliance market."

The Yellow Pages of your telephone directory take your business right into the homes of your good prospects. Why not call your telephone business office today for more facts on how the Yellow Pages can bring *you* more business?



NEWTONVILLE ELECTRICAL CO. is also listed in the Newton telephone directory under the trade-marks of four major appliance manufacturers, Bendix, General Electric, Kelvinator and Westinghouse.



FOUR BIG YELLOW PAGES DISPLAY ADS, (½-page ad shown here reduced) smaller ads and ten listings under such headings as *Electricians, Ranges, Refrigerators* and *Washing Machines,* keep the firm's name before the public.

trends CONTINUED

stereo effect in order to achieve compatibility. Even more serious, the industry was faced with the problem of marketing two different versions of stereo, "compatible" and "non-compatible." But in mid-April Columbia announced that it would join the rest of the industry and would soon release its stereo records in the "full stereo" Westrex version which the rest of the industry has been touting.

Incidentally, in this space last month we made a point of the fact that stereo records would be playable on existing equipment. That apparently still stands—with the proviso mentioned above: a stereo cartridge must be used. The reason, say most record makers, is that the stereo disc would be damaged by most existing cartridges.

•

We mentioned here last month the sad showing made by our industry when members of the Cleveland Ad Club were asked if they had been approached recently by salesmen for specific products.

The same question was asked members of New York's big Sales Executive Club in mid-April and the results were pretty much the same.

Take appliances, for example. There were 484 executives on hand for the luncheon and among these there were, by their own admission, 224 prospects for appliances. Only 24, however, had been approached by an appliance salesman in the last six months.

Color TV provided basically the same story: 66 prospects, only 6 sales contacts. There were 124 prospects for hi-fi sets but only 8 had been contacted.

In only two fields did the contacts outnumber the prospects—insurance and encyclopedias. In the latter group there were 74 sales calls but only 30 prospects. And for insurance there were only 138 prospects although 210 contacts had been made. *End*

Second of a series:

WHAT'S NEW IN TIMERS?

NEED-L-MINDER* TIMER

- **Protects valuable record collections**
- **Automatically measures needle hours**
- **Adds sales appeal for high fidelity sets**

It's here . . . brand-new Telechron Need-L-Minder* Timer . . . a fabulous sales feature for the high fidelity fan! And here's why! The useful Need-L-Minder Timer accurately keeps track of diamond, sapphire and other needle hours, automatically . . . protects valuable record collections from worn-out needles . . . eliminates painstaking and less accurate charting of needle-life by the customer. The all-new Need-L-Minder Timer is easy to demonstrate and customers will appreciate its simple, practical utility—it's a low-cost insurance policy for their highly-prized records.

And remember, you get *more* than new and exciting sales features in the Need-L-Minder Timer. The long-established Telechron Timer standards of long life, service-free operation, modern design and *competitive* price are part of the sale. They all add up to greater customer acceptance, more profitable business for you.





Here's how it works:
Just set the Need-L-Minder Timer to zero. Timer will tell you automatically when needle should be inspected.

* *Trademark of Telechron Timers, Clock and Timer Department, General Electric Company, 412 Homer Avenue, Ashland, Massachusetts*

TELECHRON TIMERS...

especially designed for set-it forget-it living

THE HOBART MANUFACTURING COMPANY

manufacturers of KitchenAid Automatic Dishwashers, say:

"PARENTS' MAGAZINE... top of the list!"



Reaches 1,775,000 biggest-buying families with 3,800,000 children—biggest concentrated market for home products!

The Hobart Manufacturing Company
WORLD'S LARGEST MANUFACTURER OF FOOD AND KITCHEN MACHINES
Advertising Department
TROY OHIO

J. DON MASON
Advertising Manager

February 7, 1958

Mr. John Hahn
Parents' Magazine
6 N. Michigan Avenue
Chicago 2, Illinois

Subject: Greatest Number of Sales Leads

"In our 1957 advertising program, PARENTS' delivered more sales leads for KitchenAid Automatic Dishwashers than any other consumer dual audience publication . . . whether measured by dollars spent or in total returns."

...id products.

Cordially,

J. Don Mason
Advertising Manager

jdm/b

COFFEE MILLS • SLICERS • CHOPPERS • MEAT SAWS • TENDERIZERS • PORTION SCALES • MIXERS • CUTTERS • PEELERS • DISHWASHERS
"KitchenAid for the Home"

(NO. 3 IN A SERIES)

manufacturer shipment statistics

Estimated industry shipments of major electrical appliances, radio and television

		1958 (Units)	1957 (Units)	% Change
DISHWASHERS	Jan.	30,400	37,200	—18.28
	Feb.	29,200	36,700	—20.44
	2 Mos.	59,600	73,900	—19.35
DRYERS, Clothes, Electric	Jan.	68,387	107,955	—36.65
	Feb.	57,651	77,082	—25.21
	2 Mos.	126,038	185,037	—31.88
Gas	Jan.	30,243	36,666	—17.52
	Feb.	20,927	37,435	—44.10
	2 Mos.	51,170	74,101	—30.95
FOOD WASTE DISPOSERS	Jan.	40,800	49,800	—18.07
	Feb.	46,400	43,600	+ 6.42
	2 Mos.	87,200	93,400	— 6.64
FREEZERS	Jan.	63,000	68,400	— 7.89
	Feb.	66,500	73,400	— 9.40
	2 Mos.	129,500	141,800	— 8.67
IRONERS	Jan.	2,374	4,392	—45.95
	Feb.	1,778	3,784	—53.01
	2 Mos.	4,152	8,176	—49.22
RADIOS, Home-Clock-Portable (production)	Jan.	676,848	563,900	+20.03
	Feb.	608,446	741,906	—17.99
	2 Mos.	1,285,294	1,305,806	— 1.57
RADIOS, Automobile (production)	Jan.	349,679	521,624	—32.96
	Feb.	268,445	522,859	—48.66
	2 Mos.	618,124	1,044,483	—40.82
TELEVISION (production)	Jan.	433,983	450,190	— 3.60
	Feb.	370,413	464,697	—20.29
	2 Mos.	804,396	914,887	—12.08
RANGES, Standard	Jan.	78,800	116,600	—32.42
	Feb.	74,900	87,600	—14.50
	2 Mos.	153,700	204,200	—24.73
Built-In	Jan.	30,200	27,900	+ 8.24
	Feb.	33,800	40,100	—15.71
	2 Mos.	64,000	68,000	— 5.88
REFRIGERATORS	Jan.	206,100	305,400	—32.51
	Feb.	227,800	298,700	—23.74
	2 Mos.	433,900	604,100	—28.17
VACUUM CLEANERS	Jan.	265,489	276,738	— 4.06
	Feb.	225,631	300,887	—25.01
	2 Mos.	491,120	577,625	—14.98
WASHERS, Automatic & Semi-Auto	Jan.	185,147	261,295	—29.14
	Feb.	200,189	243,047	—17.63
	2 Mos.	385,336	504,342	—23.60
Wringer & Spinnner	Jan.	53,006	70,019	—24.30
	Feb.	62,910	76,533	—17.80
	2 Mos.	115,916	146,562	—20.91
WASHER-DRYER COMBINATIONS	Jan.	13,339	18,538	—28.05
	Feb.	12,150	20,354	—40.31
	2 Mos.	25,489	38,892	—34.46
WATER HEATERS, Storage	Jan.	61,700	56,300	+ 9.59
	Feb.	58,000	62,600	— 7.35
	2 Mos.	119,700	118,900	+ .67

Sources: NEMA, AHLMA, VCMA, EIA.

Waist High Finger-Tip Control!



No more stooping, bending or other gymnastics when you set the temperature controls of the Quaker Radiant Vented "Fireplace" Circulator. Finger-Tip Control Knob is within easy reach for all temperature adjustments.

Your choice of 3 types of Minneapolis-Honeywell Thermostats — Snap-Action, Modusnap and Cadet Wall Thermostats.

Warm Floors Guaranteed

Quaker's Radiant Vented "Fireplace" Circulator again sets the pace for efficient home heating. Tops in performance . . . tops in economy . . . provides complete all-over home heating comfort with these advanced features:

- **Finger-Tip Control Knob for easy temperature adjustments**
- **Automatic "Warm Floor" Blower for floor level warmth and comfort**
- **20-Year Guaranteed Double-Porcelained Combustion Chamber**
- **20-Year Precision Drilled Raised Port Multi-Heat Burner**
- **All-Steel Construction for faster heat transfer into home**
- **Minneapolis-Honeywell 100% Automatic Safety Shut-Off**
- **Quaker's Exclusive 4-Way Heat Extractor**
- **Advanced Design Draft Diverter regulates chimney draft**
- **American Gas Association Approved for Safety**

QUAKER—World Leader in Home Heaters—provides dealers and distributors with the promotional support that means MORE SALES and MORE PROFITS all through 1958!

FOR COMPLETE INFORMATION ON QUAKER—MAIL THIS COUPON

HEIL-QUAKER CORPORATION E-5
Lewisburg, Tennessee

Send details on how we can make BIGGER PROFITS with Quaker.

Company_____

By_____

Address_____

City_____ Zone____ State_____

HEIL-QUAKER CORPORATION
Lewisburg, Tennessee





To the Dealers and Wholesalers of Electric Housewares...

You are all aware of the unstable marketing conditions currently plaguing the sales of Electric Housewares. It is unfortunate, but true, that the housewares appliance dealer made little or no profit on the merchandise he stocked, displayed and sold. Equally true is the fact that cut-throat competition among distributors handling the same line made the selling of electric housewares equally unprofitable for all.

And, we . . . Dormeyer . . . are not proud of the fact that we have contributed our share to the confusion. We thought we justified our previous practices on the fact that we are being competitive. But there are limits to even manufacturers' competitiveness.

The electric housewares industry is too good a business to deliberately louse-up.

It's a billion dollar industry at retail. It contributes a good income to millions of people. It's about time it provided a profit for the distributor and the retailer.

We're convinced of one thing: That in any given market, a dozen distributors quoting a dozen different prices, and vying for the favor of the retailer, who in turn must sell the merchandise just points above his cost, does not provide a profit for anyone.

It is our feeling that the only way we can help stabilize the merchandising situation in this industry is to sharply limit the number of wholesale outlets to whom we sell Dormeyer products. In this way, we can eliminate the confusion that must confront every dealer who must place an order for electric housewares. The dealer, then, need not live in fear that his competitor down the street is buying at a more preferential price.

During recent weeks the Dormeyer Corporation has embarked on the policy of selective Franchised Distribution nationally. We will support a retail selling policy based on product superiority, a fair value for the consumer and a fair and deserved profit for the retailer.

We thank the thousands of dealers who have already evidenced enthusiastic support of the new Dormeyer distribution policies. We congratulate them on having the courage and foresight to cooperate with us and assist in meeting a situation that, if allowed to continue, would spell disaster for retailers and their wholesale sources alike.

We also wish to thank the many distributors who have made application for the Dormeyer Selective Distributor Franchise.

We assure you that we are proceeding with our distribution franchising program as quickly as possible. We hope to completely cover the country within the next 30 days.

James E. Archambault
President.

DORMEYER

AMERICA'S MOST COMPLETE LINE OF HOUSEHOLD APPLIANCES

how's business?

Here's the answer for 25 key markets which embrace over 17% of the U. S. buying public. Based on flash reports from leading utilities, this chart provides you with the most authentic, up-to-the-minute index of retail sales yet available. It's another ELECTRICAL MERCHANDISING exclusive.

February figures: 00 Year to date figures: 00	**Refrig-erators** % Change '58 vs. '57	**Freezers** % Change '58 vs. '57	**Electric Ranges** % Change '58 vs. '57	**Electric Water Heaters** % Change '58 vs. '57	**Washers** % Change '58 vs. '57	**Clothes Dryers** % Change '58 vs. '57	**Dish-washers** % Change '58 vs. '57	**Room Air Condi-tioners** % Change '58 vs. '57	**TV** % Change '58 vs. '57
IN THE EAST									
United Illuminating Co.	**−23**	**+57**	**− 21**	**	**− 4**	**+13**	**−18**	**+ 16**	**− 6**
(Connecticut)	− 21	+ 63	− 20	− 1	− 11	− 5	− 5	+ 16	− 10
N. Y. State Electric & Gas Corp.	**−30**	**−51**	**− 28**	**− 21**	**−37**	**−40**	*	**+ 33**	*
	− 21	− 21	− 20	− 12	− 25	− 28	*	− 20	*
Jersey Central Power & Light Co.	**−24**	**+47**	**− 41**	**− 18**	**−16**	**− 7**	**+15**	**+ 71**	*
	− 27	+ 61	− 33	+ 14	− 14	− 10	+ 16	+ 36	*
New Jersey Power & Light Co.	**−14**	**+ 3**	**− 1**	**+ 48**	**	**− 8**	**+ 7**	*	*
	− 14	+ 21	**	+ 41	**	− 7	+ 22	*	*
Philadelphia Electrical Assn.	**−14**	**−15**	**− 15**	**− 36**	**−21**	**−10**	**−30**	**+ 19**	**−21**
	− 17	− 9	− 12	− 19	− 19	− 16	− 14	+ 22	− 9
Pennsylvania Electric Co.	**−33**	**−29**	**− 28**	**− 6**	**−29**	**−18**	**+42**	**− 26**	**−21**
	− 30	− 27	− 30	− 17	− 28	− 26	+ 25	− 31	− 24
West Penn Power Co.	**−28**	**−11**	**− 29**	**− 17**	**−27**	**−22**	**−37**	**+ 16**	**−22**
	− 23	− 10	− 25	− 20	− 22	− 22	− 22	+ 51	− 24
IN THE MIDWEST									
Dayton Power & Light Co.	**−27**	**+35**	**− 24**	**− 18**	**− 8**	**−14**	**−65**	**+329**	**−14**
	− 31	+ 24	− 28	− 5	− 18	− 25	− 37	+ 46	− 25
Commonwealth Edison Co.	*	**− 2**	**− 13**	**+ 10**	*	**+ 7**	**+ 4**	**− 60**	*
	*	− 4	− 10	− 10	*	− 6	− 7	− 70	*
Kansas Gas & Electric Co.	**− 8**	**+ 5**	**− 13**	**+ 34**	**− 4**	**− 4**	**+14**	**− 6**	**+ 3**
	− 18	+ 10	− 14	+ 33	− 16	− 17	+ 36	− 19	− 3
Nebraska-Iowa Electrical Council	**−30**	**−21**	**− 11**	**+ 57**	**−22**	**−14**	**−68**	**+ 2**	**−22**
	− 22	+ 4	− 8	+ 30	− 7	+ 2	− 37	+ 10	− 18
IN THE SOUTH									
Kentucky Utilities Co.	**−14**	**−12**	**− 9**	**− 1**	**− 7**	**−18**	**+39**	**+ 27**	**−15**
	− 9	− 8	− 8	+ 7	− 3	− 8	+ 12	+ 28	− 11
Electric Power Bd. of Chattanooga	**−28**	**+54**	**− 5**	**+ 1**	**−22**	**− 7**	**+13**	**	**−19**
	− 31	+ 64	− 17	+ 17	− 14	− 7	− 10	+ 6	− 29
Nashville Electric Service	**− 5**	**+46**	**− 3**	**− 7**	*	**−15**	*	*	*
	− 10	+ 14	− 4	− 2	*	− 11	*	*	*
Florida Power Corp.	**+19**	**+ 9**	**+ 59**	**+ 40**	**−13**	**−18**	**−29**	**+257**	**+ 9**
	+ 43	− 22	+ 80	+ 66	**	+ 7	+ 1	+ 357	+ 18
Florida Power & Light Co.	**−32**	**−39**	**− 26**	**− 2**	**−23**	**+60**	**−18**	**+ 5**	**−16**
	− 26	− 40	− 31	+ 7	− 28	+ 19	− 32	− 58	+ 7
Tampa Electric Co.	**−22**	**+10**	**− 9**	**+ 75**	**−40**	**+78**	**− 6**	**+ 43**	**−15**
	− 20	+ 2	− 2	+ 41	− 14	+ 58	− 8	+ 19	− 17
IN THE SOUTHWEST									
Dallas Power & Light Co.	**− 2**	**+10**	**− 7**	**− 25**	**+ 6**	**+ 6**	**−25**	**− 24**	**−31**
	− 20	− 12	− 23	+ 25	+ 7	− 11	+ 7	− 39	− 20
Southwestern Gas & Electric Co.	**−21**	**−21**	**− 19**	**− 12**	**−16**	**−14**	**− 7**	**− 31**	**−30**
	− 12	− 10	− 1	+ 8	− 12	− 16	+ 10	− 8	− 26
New Orleans Public Service, Inc.	**+ 5**	**−24**	**− 48**	*	**−23**	**−61**	**−66**	**− 2**	**−20**
	− 4	− 17	− 30	*	− 23	− 57	− 42	+ 4	− 26
Gulf States Utilities Co.	*	*	**+124**	**+153**	*	*	*	*	*
	*	*	+ 90	+ 127	*	*	*	*	*
IN THE WEST									
Appliance Merchandisers Assn.	**− 7**	**− 6**	**+ 2**	**+126**	**−15**	**−11**	**−71**	**− 56**	**−47**
(Arizona)	− 9	− 28	− 6	+ 75	− 12	− 32	− 76	− 39	− 39
Pacific Gas & Electric Co.	**+ 3**	**+28**	**+ 29**	**+ 13**	**− 2**	**+ 8**	**+34**	**+ 7**	**+ 2**
(California)	+ 1	+ 31	+ 10	+ 18	− 3	+ 4	+ 10	+ 60	− 6
Pacific Power & Light Co.	**	**+26**	**− 16**	**− 13**	**−21**	**−23**	**−19**	**+100**	**− 2**
(Oregon)	+ 6	+ 20	− 14	− 8	− 19	− 24	− 1	+ 80	+ 3
Washington Water Power Co.	**− 9**	**−46**	**− 19**	**− 18**	**−25**	**−13**	**−31**	**+ 17**	**−39**
	− 3	− 29	− 12	− 19	− 24	− 18	− 22	− 58	− 34
NATIONAL									
February	**−14**	**− 5**	**− 8**	**+ 2**	**−17**	**− 9**	**− 7**	**− 3**	**−15**
Year to date	− 13	− 1	− 10	+ 8	− 15	− 12	− 7	− 19	− 10

* Not Available **Change of Less than ½ of 1%


The Chicago Daily Tribune

MARCH A RECORD BREAKER!

Lana's Daughter Ordered Held

Retailers in March placed in the Chicago Tribune the largest volume of advertising ever placed in the Tribune in any March in history—2,428,968 lines

Chicago retailers are making plain their conviction that there's plenty of business to be had in the big Chicago market for those who go after it—but vigorously.

In making their more aggressive bid for store traffic and sales volume, they stepped up the Tribune's lead over the next Chicago newspaper to 1,268,146 lines, or 109.2%.

Their increased dependence on the Tribune reflects their long time experience that when sharp pencils are back in fashion the sharp way to buy space in Chicago is to buy more of it in the medium which more customers read and rely on for buying information —the Chicago Tribune.

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REGION BY REGION



THE EAST

By John Richards

Confidence promotions pick up steam . . . Bargains galore especially in laundry and fans . . . Resort dealers gird for summer groundswell

WE are going great guns here—March was ahead of last year by a surprising 40 percent. We don't sit back and cry the blues. We've been promoting."

"We are beating our previous figures for last year because of our shopping location. People are shopping where they can get variety and lower prices."

"Kitchens are turning into a stable money-maker for us. Take items like fans. We've been offered an excellent fan buy. But what good is it if you're already loaded with carryover."

"Excellent buys are beginning to break. And I'm in a good position, because I'm not loaded with inventory."

These comments were symptomatic of appliance-TV merchandising in the East last month. They came from dealers in Glenside, Pa., Dorchester, Mass., Bronxville, N. Y., and East Northport, Long Island, in that order.

They emphasized that tightening markets demanded deft and astute handling of tough marketing problems. The rash of "Buy It Now" activity, from Hotpoint's "O.K. Ike" program to Davega's "Buy Now For Prosperity" and Modell's "Sales Mean Jobs," meant similar momentum could be built at any city or town in the East. From Gloucester above Boston to Alexandria below Washington, from Atlantic City to Niagara Falls, such things as a no-down-payment moratorium could be the difference between selling and not selling. And local aggressive action was open to all.

Certainly there was no lack of "specials" for dealers to promote if they wanted. Throughout the East distributors have responded with alacrity to appeals for special merchandise which dealers could "sell now." It remained only for the dealer to move or sit tight, depending on whether what is offered is a real bargain or not.

For example, metropolitan New York dealers were bombarded with a one-shot fan order offer. Dealer cost runs about 50 percent off original list. Many dealers are in the plight of a Bronxville dealer who passed up the offer, however. He had paid about $42 for a 20-inch fan listing last year for $69.95. Now he can buy the same fan for about $29. He'll have a job moving the units for his cost, now that Fair Trade is out the window. Besides, he's loaded with merchandise from last year.

The reverse picture was true for an East Northport, Long Island dealer. His inventory is low and he's kept it that way. In late April he was offered some excellent laundry equipment buys. "Top of the line merchandise like that is good anytime," this dealer says. He ordered about 60 extra pieces.

Treading that fine line between aggressive selling and cautious buying is an art the volume dealers in New York seem to be traversing successfully. Davega's "prosperity" bargains were matched by Vim's constant barrage, now featuring a no-down-payment moratorium. Master's ran its first clearance sale in 21 years. Sunset and Frost kept drumming the market with promotional outlays.

Boston, Buffalo, Philadelphia and Washington areas were duplicating the promotional activity of New York. In Buffalo a dealer was sponsoring baseball broadcasts. In Philadelphia's suburbs, open house affairs heralded bargains. In Boylston, Dorchester and Boston, Mass. careful buying led to promotional featuring of bargains, and some dealers were already setting small appliances aside for big promotional spring and summer days. On Long Island a dealer who had already figured out a rousing laundry promotion was looking ahead on how to tie-in a storewide promotion with a western town attraction featured in his neighborhood. And dealers on Long Island's North and South shores, in Jersey from Cape May to Red Bank, in coastal resort areas in New England, and in innumerable localities with lake and resort facilities were girding for the influx of summer residents. They were looking to special offerings in portable radios, small appliances, and used refrigerators which attract this clientele.

At a time when a tougher battle for sales was a common denominator, one New York distributor offered a provocative four-point program for dealers. It held promise for the immediate present and for the future. Arguing that too many dealers had let business gravitate to mass merchandisers by default, U. S. Electrical Supply Co. offered these four suggestions for greater sales, better profits: 1) merchandise and sell aggressively by having weekly or monthly specials; 2) provide your customers with a complete selection of varied types of merchandise; 3) make your store inviting and enjoyable to shop in, displaying your merchandise in the most effective and attractive manner; and 4) be sure to cater to your customers' individual needs in a very friendly manner, as only you the independent dealer are qualified to do.



THE MID-WEST

By Ken Warner

Nobody's bragging about sales but they're not complaining too much, either . . . TV and hi-fi hold up well . . . Dealers use the "switch"

"WE'RE getting shoppers, but it's nothing to write home to mother about." That's one Chicago dealer talking. He adds that his white goods are

(*Continued on page* 18).

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way down, but that "The switch still works."

Another Chicago dealer, asked if he is making a profit on every sale, says "I can't manage to be that optimistic."

But this isn't all these dealers say. They're still trimming their sails, but you hear things like "It isn't too serious if it doesn't get worse." One dealer says "It isn't the day before Christmas, but we're keeping up." Another: "We're paying our bills."

Running down the list of products, dealers agree pretty much on what's selling: refrigerators are down—"dead" in one dealer's words; laundry is so-so; for a couple, ranges are picking up; hi-fi is spotty—for true believers it's holding well, for sideliners it's off; and television is holding up.

Chicago dealers are a little surprised at television. One has it figured out: "TV isn't a luxury anymore. People can do without a lot of things, even cut down on the grocery bill, but if the TV busts, they go get a new one."

Prices are a problem. Distress-type prices are beginning to arrive in dealers' stores, carried in the hot little hands of "the notebook crowd." These are the serious, haggling shoppers who know model numbers backwards and forwards. One dealer reports calls from other dealers (who want to check price) are more frequent. They don't believe what they're hearing, and they're checking all over town to find out where the prices are coming from. Another suburban dealer says he hears "fantastic" prices, and the only way he can make money is to switch to specials. Perhaps there's a clue in one dealer's comment about lower prices: "Well, we like to turn over those dollars."



"LOOKS LIKE YOU NEED A LONGER EXTENSION CORD FOR THE EARPHONE."

A midwest utility has strong evidence that the slowdown has truly arrived. A nine-week campaign, which finished up a couple of weeks ago, ran just fine, beating not only quota but last year, too, up 'til the eighth week. All of a sudden, while still ahead of quota, the campaign —it was a dryer sales push—slowed down and fell behind last year. And what looked like a sensational record turned into just a "pretty good" one. That is, the campaign made its quota and then some, but the quota, in anticipation of a rough time, was a fairly low one. However, there'll be more and bigger campaigns, the utility says.

More promotions—that's one way the Chicago market figures to beat this thing. Dealers of all kinds are responding to good promotions. The *Chicago Tribune* has a good example. They sold 100,000 lines of home merchandise advertising in a special supplement devoted to their better rooms pageant. This is 10,000 more lines than went into that section last year. Much of the lineage was zoned, indicating that local retailers were calling the shots. One building supply house on the south side, a heavy white goods seller, got 1,000 people out to a model kitchen on Sunday with one of these ads. The local Westinghouse distributor went great guns with a "daily double" promotion, in another case. His "Two-Fer" campaign popped sales up some 25 percent over the same month last year.

Chicago area dealers are buzzing more than usual these days about their ace competition, Polk Brothers. Polk recently announced the acquisition of Max Rhodes' business in Arlington Heights, a highway operation. This is Polk's third store purchase in six months. It touched off a new round of rumors, with reported sales of businesses to Polk in cities as far as 125 miles away, and others right in the middle of Chicago. The crowning touch is a report that since the Rhodes store is in an unincorporated area, Polk has filed for incorporation under the name "Polk City." If true, this would mean the name would appear on maps that way. Almost universally, dealers greet this thought with an admiring chuckle, and say things like "They sure got some promotional brains in that organization" and "You've got to hand it to him." They're probably right.

As the Polk incident shows, business is by no means moribund in the Chicago market. Distributors, too, are showing evidence of preparation for an upturn. The Sampson Co. is one such.

They just took on the Gibson refrigerator-freezer line, which completes their "stable" of independent lines and gives them a full range of appliance merchandise. According to Pete Sampson, and his son, Bob, they're going to do their bit to make this an interesting, competitive year here. They're in their 38th year in the business, and, as Pete Sampson says, "We're still here and we'll be here."

THE SOUTH EAST

By William McGuire



Good news balances the bad . . . Dealers know there's a recession but its impact hasn't been severe . . . Promotions are going on everywhere

WITH the end of the Southeast's first quarter (generally down from last year, but not drastically), dealers and distributors were playing hide-and-seek with a strangely elusive recession.

Tracking down the now-you-see-it-now-you-don't slump was tricky. In Birmingham, where heavy industry unemployment has hurt, one key dealer's mid-April delinquents numbered only 18 as against 50 the previous month. Yet, in late March, the Birmingham district office of a major credit organization was sweating out a tough collections situation—eight percent of all accounts delinquent. Again, Chattanooga's "bread lines" (an overeager newspaperman's misnomer for the distribution of a relatively small amount of relief food in bulk) were, in part, counterbalanced by dealers' reports of business about on a par with last year.

Miami was about as close to normality as it ever gets, with air conditioners starting to move as April temperatures reached the 90's.

Little trace of recession could be found in Atlanta. For one chain with some 20 metropolitan and suburban outlets, volume was even with or better than last year in the city, but off slightly in suburban stores located near automobile assembly plants, where there have been occasional temporary layoffs. Significantly, the chain's customers were paying with more regularity than a year ago.

A Charlotte distributor characterized city business as slow, termed the recession "academic," and said that most of his more aggressive dealers are managing to shake people loose from their money. In Richmond, a distributor conceded the existence of soft spots in the state's economy (notably the tobacco and

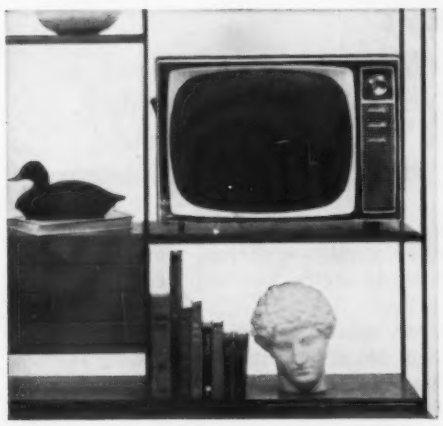
(*Continued on page* 20)



April 1958 Suffern, N. Y.—

press party at Motel on the Mountain!

GENERAL ELECTRIC INTRODUCES REVOLUTIONARY NEW "DESIGNER SERIES" TV



"Barclay 21"—21" (overall diagonal) tube—262 sq. inches of picture area. Russet leather-look vinyl, gold linen-look vinyl.



"Gramercy 17"—17" (overall diagonal) tube—155 sq. inches of picture area. Colors: aqua blue, dove gray, modern mahogany.

It's another new idea in television from General Electric—the "Designer Series!"

Just revealed to editors of national magazines and wire services, here are cabinets that look slimmer than any others on the market. The colors and designs *belong* beautifully in any room. And recessed handles make it easy to *carry* them from room to room.

Yet they perform like consoles—because each packs a high-powered chassis (made easily accessible for servicing), and a full transformer.

There's the clearer, sharper picture of a 110° aluminized picture tube, too . . . *much-wanted front-projection sound* . . . General Electric's set-and-forget volume control . . . and a neat-looking built-in telescoping antenna.

And all this at come-and-get-'em prices!

No doubt about it—these sets will get publicity, plus *advertising backing*. Your G-E distributor has details on a great new promotion, high-styled display piece, exciting dealer contest. Call him today.

Progress Is Our Most Important Product

GENERAL ELECTRIC

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REGION BY REGION

paper industries), but tied the slowdown in TV and appliances to a general buying hold-back.

It's widely felt that a few weeks of Southern sunshine will work wonders by getting the shoppers shopping and the builders building again, after the wettest and coldest winter and the earliest spring in years.

But the Southeast did more than merely await an upswing. Some of the promotions tossed into the breach worked, others missed. Outside key stores of an Atlanta-based chain, a red-aproned "chef" gave cooking demos on barbecues.

In Nashville, a unique promotion in which salesmen from a local department store moved into the city's big Philco-Bendix factory to sell current laundry equipment fresh off the production line at considerably less than list, fell far short of its announced unit-sales goal. Salvaged from the activity, however, was a close identification of line with store, potentially important to future volume.

Underway in Nashville now is a two-week "LBE Bargain Days" promotion, staged by the local dealers association, with a consumer drawing for an off-beat grand prize of family living expenses for a month (from rent to installment payments, taxes to dry cleaning bills) in the approximate amount of $800. The more than 50 tying-in dealers will have a crack at $450 in display prize money.

Industrial expansion in the South goes on apace. One of the latest additions is a new plant opened in Opelika, Ala., by ORRadio Industries.

ORRadio officials see in the infant stereo disc industry more of an ally than a threat to stereo tape and player sales. They feel that any new development in stereophonic sound can only upgrade the taste and purchases of hi-fi prospects, and that those in quest of complete systems (and optimum reproduction) cannot omit stereo tape decks.

Briefly, with window unit orders running some three weeks ahead of last year, a Charlotte distributor is looking for a good air conditioning season . . . reported soft in Richmond, Atlanta and Charlotte, refrigerators held fairly strong in Miami . . . freezers were almost uniformly slow, particularly in Richmond and in Birmingham.

THE GREAT LAKES

Kitchens set the pace . . . Everywhere you turn there's a promotion . . . Even in recession-conscious Detroit things are looking better

KITCHEN business is giving the appliance market the spurt it needs in the Great Lakes region.

In a poll of kitchen installers and remodelers, all but one of those queried answered that their business was good, despite the current slump.

"My business is almost 100 percent better than it was last year," said one dealer who has been in business only three years. "Of course, that can be attributed to a growing reputation, since almost 80 percent of the kitchen business is on a referral basis. But we're still way ahead of last year." This contractor has not been forced to introduce a budget line of products into his showroom. He feels that when customers plan a kitchen, they want "the works." Every appliance the customer can afford, including disposal units and dishwashers is installed in the kitchens.

"Dishwashers are the absolute necessity in complete kitchen work," another dealer said. "The unit is no longer the luxury it was even a few years ago. In fact, many of my customers come in telling me they want a dream kitchen with a dishwasher.

Colored appliances are most popular in these complete kitchen installations. "Might as well go completely modern" is the idea many of the homemakers come to him with. Stainless steel built-in ranges and ovens are also gaining popularity rapidly.

Westinghouse dealers in Cleveland report a 60 percent increase in sales, directly attributed to the "blue chip" promotion now in its sixth week. Dealers are really moving this merchandise. No inventorying is going on. This promotion has created more enthusiasm among Westinghouse dealers in this area than has been evident for a long time. This increased enthusiasm is easy to understand. A chart in the sales office shows each salesman's field of sales, with red chips to indicate his goal, and blue chips to show actual sales as he writes them up. Each salesman for the distributor even has a "booster club" in the office, a group of co-workers who tell him how he's doing when he calls into the office and "peps him up." It's a real "hard sell" promotion.

Kentucky Utilities Co., with headquarters in Lexington, is promoting home freezers in a three month advertising campaign starting this month. Sales in the area show only one bright spot—air conditioning sales are up 27 percent. Refrigeration and other equipment is down 11 percent, but laundry is holding its own.

Air conditioning in the Dayton district is climbing fast with a 30 percent increase this month. Although other sales are down, some as low as 28 percent, dealers report increasing activity in air-conditioning sales.

Laundry promotions are on in Cleveland and Cincinnati. "Make washday a bed of roses" is the theme of the Cincinnati utility's month-long laundry appliance promotion, and electric water heaters draw the two month attention in the Western Pennsylvania area. Sales in that region are down—with refrigeration hitting a low of 39 percent decrease over last month.

Appliance sales remain down in Detroit, but the marked pessimism of recent months seems to have lessened.

"There's bound to be a slight improvement with the coming of warmer weather" seems to be the motto of all dealers.

Detroit's G-E supply says March sales were up by a third over February. These figures cover the entire southern peninsula of Michigan and eight counties in Ohio. They say dealers have been restocking heavily during the past month.

Accelerated advertising and sales promotion campaigns are credited with this increase. "You've got to work if you want to move stock," says the distributor. "People seem less afraid to buy than at any time in past months."

THE SOUTH WEST

Weather dominates the news as dealers look for spring pick-up . . . Good weather helps the farmers . . . Ranges featured in new promotions

SPRING promotions are in the air as many appliance dealers see signs of optimism in a slight upturn of business in April.

So far, most dealers agree, business has been down, but many are looking for a swing upward.

One Texas dealer says the situation is looking better. He believes the recession talk is dying down somewhat and sees more inclination for the customer to buy.

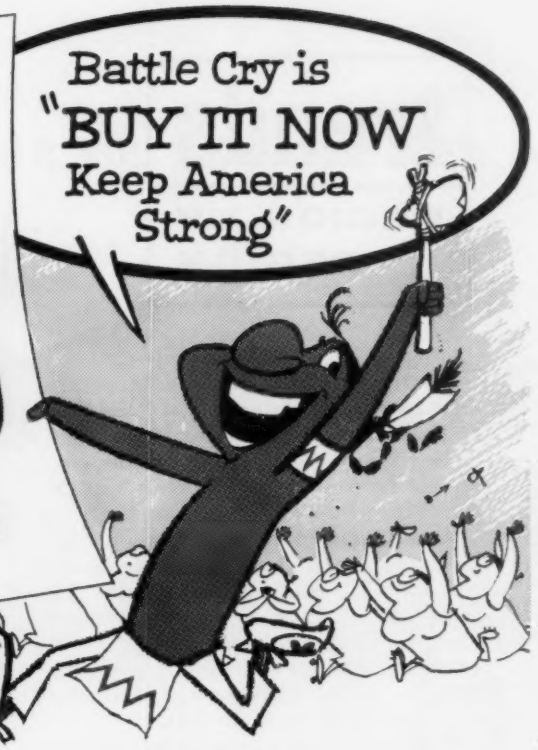
An Arkansas dealer says the situation looks better, but appliance dealers will have to work harder.

Other dealer comments are along the same vein.

(*Continued on page* 22)

MAY DAYS ARE MOB DAYS

FOR NORGE DEALERS

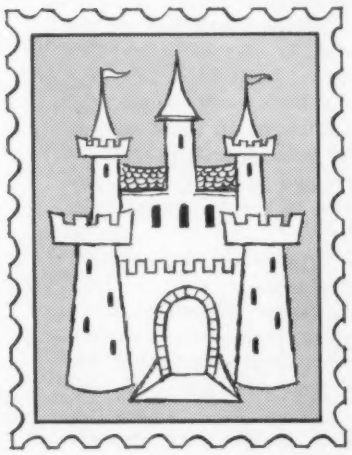




Exciting

"Magic-Slipper" Cinderell-A-Thons!

Send 'em scurrying in to see if the slipper fits, and to pick up a prize. Packs explosive appeal!

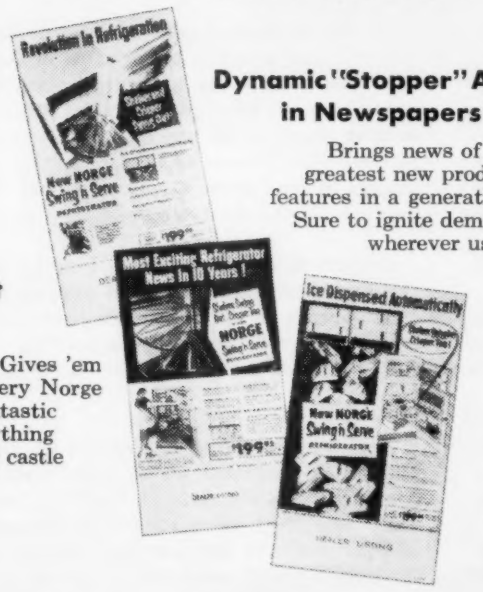


Cinderella Treasure Chest Stamp Plan

Fires up salesmen! Gives 'em prize stamps for every Norge piece they sell. Fantastic payoff includes anything from a camera to a castle in Spain.

NORGE Parade Of Values Plus Promotional Blockbuster Aiming To Put 10 Million Prospects In Dealer Stores In May Alone!

All the stops are pulled out! No holds are barred! The greatest crowd-pulling "spectacular" ever assembled is ready to roll! The lure of a prize! The excitement of a sellathon! The magnetic attraction of dynamic new product features! They're all here. All guaranteed to jam your store with traffic thru the entire month of May. Look at the powerful, action-packed arsenal:



Dynamic "Stopper" Ads in Newspapers!

Brings news of the greatest new product features in a generation. Sure to ignite demand wherever used.



Fun-Filled Enchanted Hour Cinderella Sales Party

A sellathon to end all sellathons! Loaded with brand new action devices and gimmicks to really move the goods in quantity!



Provocative TV Spots!

Power-packed commercials to spotlight "years-ahead" Norge exclusives. Film spots also available for dealer tie-in.

GET SET TO TIE-IN NOW FOR THE MADDEST, MERRIEST MAY SALES YOU'VE EVER KNOWN! CALL YOUR NORGE DISTRIBUTOR RIGHT NOW!

NORGE® is The Dealer Profit Line

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois. Canada: Addison's Ltd., Toronto. Export Sales, Borg-Warner International, Chicago 3, Illinois

trends

REGION BY REGION

THE FAR WEST



By Howard Emerson

Business continues to improve . . . Even March's disastrous weather didn't hurt as much as expected . . . Stereo broadcasts bring a boom in FM

Weather conditions have assumed the dual role of being the goat and the hero in the Southwest economic picture.

As a Texas dealer put it, "weather conditions have been our big drawback so far, but should definitely help later."

A continued optimistic outlook for the farmer is one of the bright spots of the economy, according to the Federal Reserve Bank. Although bad weather has curtailed farm field work, an abundance of moisture so far this year is providing farmers and cattlemen with the best prospects in years.

This, along with a boost in home building, has caused some optimism in the economic picture. Retail sales in general have been off from last year, but the picture was somewhat brighter in April.

On the debit side, the dragging oil industry has lessened the amount of money in circulation.

In Arkansas, economy is part of the pitch in a sales campaign plugging two major appliances—electric ranges and freezers.

The promotion emphasizes the contribution the freezer can make to reduce the high cost of living—stressing savings on meats and the possibility of saving by buying during sales and at the height of the fruit and vegetable seasons.

The sales campaign is a combined effort of dealers, distributors, manufacturers and the Arkansas Power & Light Company. It has a goal of creating the sale of 5,800 ranges and 8,100 freezers during a six month period, April through November.

The idea is not only to demonstrate the two appliances together, but to sell them together.

Another electric range campaign is slated by Houston Lighting and Power Company and cooperating dealers. The promotion's theme is "You'll love electric cooking—or your money back."

The 61-day concentrated sales push on electric ranges started April 1 and guarantees the customer complete satisfaction or his money back.

Within 30 days following date of installation, the customer must receive a demonstration on its use by one of HL&P's home economists and actually use the range herself. If she is not completely satisfied, the dealer will refund the full purchase price of the range, together with the actual wiring-in cost up to a maximum of $70.

TO the optimistic, it is a slight upswing, to the pessimistic it is a levelling off of the decline—but looked at either way, business in the Far West during the first two weeks of April showed a continuation of the improvement that started in March after the February low.

Automatic washers stayed steady, TV continued at better than the seasonal rate, refrigeration, while kept by the weather from starting its spring upswing, still showed up better than many dealers had expected.

Most surprising report is how well dealer sales stood up in March in spite of the worst weather, area wise, in 50 years. With rainfall more than three times normal, this first month of the West Coast spring was pretty soggy.

To the surprise of most dealers, dryers did not take a swing up in sales during the week after week of heavy rains. In past years out here, three days of weather that required the stringing of diapers around the kitchen was all that was needed to send dryer sales up to 10 to 20 percent by the next weekend.

Decline in overall business activity in the Far West during the first quarter of 1958 appears to have been less than that which occurred nationally, according to the Federal Reserve Board of San Francisco.

The most encouraging reports on appliance-TV business came this month from British Columbia. During the last year, electrical consumption increased 15.6 percent over the previous year, with the average per residence going up 6.7 percent to 4,373 kwhr.

So far in 1958, sales are ahead of the same period of '57 in dishwashers, disposers, electric ranges, refrigerators, dryers, ironers, with a serious drop in freezer sales and a slight decline in total washer sales (sales of automatics are up 25 percent, but sales of conventional types are down 40 percent).

Natural gas enters the electric picture in two areas of the Pacific Northwest. In the Portland area where the electric utility has not merchandised appliances for many, many years, the competition from gas utility direct selling has now ended. Portland Gas And Coke Co., just announced that "except for sales to its own employees at special discounts" the company has turned over the gas appliance business to the dealers. In Eastern Washington the electric utility, Washington Water Power Co., has been making its plea before the state utilities commissions in Washington and adjacent Idaho to get permission to merge the company with the Spokane Natural Gas Company.

It is too early to even hazard a guess on how well air conditioning will do in the hotter areas of the Far West this coming season. Only in Phoenix, Arizona, "The Home of Air Conditioning," has anyone done anything about pre-season promotion. There, nearly a dozen distributors and manufacturers of refrigeration air conditioning completed in late April what they called a new kind of air conditioning promotion. Termed "Look Ma, no products" the promotion drew nearly 200,000 people to the ball at Park Central to see a pictorial selling story featuring eye catching displays with short, hard-hitting messages covering all reasons why home owners should act right then to install refrigeration air conditioning.

A quick check with kitchen contracting dealers in one metropolitan area brings evidence of this trend—most appliance dealers in the kitchen business report their business steady or better than a year ago, but kitchen specialists report a slight decline in jobs. This doesn't indicate the decline and fall of the kitchen specialist by any means—when analyzed it showed that recession caution was holding back some people who have complete kitchens in mind, but it was not holding back appliance customers who were being sold up from one kitchen appliance to a small remodeling job.

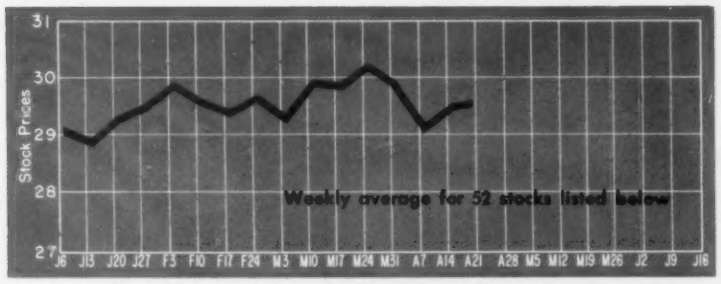
Most of both types of kitchen dealers feel that the recession—or even the fear of one—would increase kitchen remodeling by convincing many home owners that they should not buy a new home but should improve what they have.

Biggest asset to dealers featuring radio and hi-fi in the Northern California market is the current and rapid increase in interest in FM. Biggest help has been the upgrading of table model sales to $60-100 price group. During the last six months two new FM stations have gone on the air in San Francisco, and more are expected by this fall. All available FM channels have been allocated. Fifteen long years of trying to get at least one FM radio into the homes here may soon be realized. *End*

taking stock:

A quick look at the way in which the stocks of 52 key firms in the industry behaved during the past month. This unique summary is another new—and exclusive—service for readers of ELECTRICAL MERCHANDISING.

How The Industry Behaved Week By Week

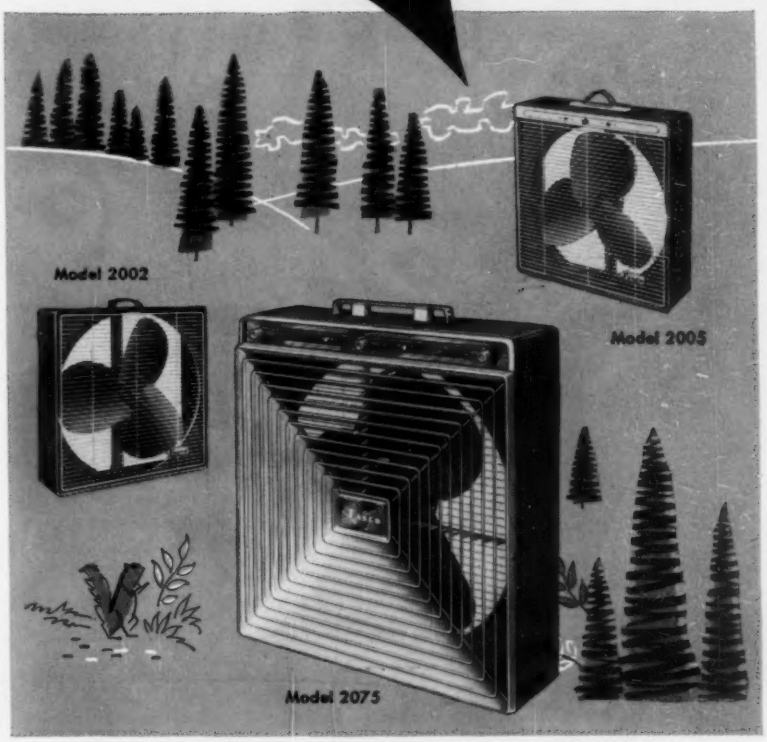


How Individual Companies Fared

STOCK AND DIVIDENDS IN DOLLARS	1958 HIGH	1958 LOW	CLOSE MARCH 17	CLOSE APRIL 17	NET CHANGE
NEW YORK STOCK EXCHANGE					
Admiral Corp.	9¼	7	8½	8⅜	— ⅛
Avco Mfg. .20E (Am. Kitchens)	7¼	5⅜	6	6	—
American Motors (Kelvinator)	9⅞	8	8½	9⅝	+ 1⅛
Arvin Ind. 2	29⅞	26	28	27	— 1
Black & Decker 1.40B	40⅞	36	39	40⅛	+ 1⅛
Borg Warner 2 (Norge)	30¼	27⅛	28⅛	28⅛	—
Bulova .45E	12⅝	9¾	10¼	12⅛	+ 1⅞
Carrier 2.40	39½	32⅝	36½	38⅛	+ 1⅝
Colgate Palm. 3A	60¾	48	54½	59¾	+ 5¼
Chrysler 3A (Airtemp)	57⅜	45	51½	45½	— 6
Decca Records 1	16¼	13⅞	14½	15⅛	+ ⅝
Emerson El 1.60	34⅜	29	33	34¼	+ 1¼
Emerson Radio	6⅛	4⅛	5¼	5¾	+ ½
Fedders Quig. 1	13½	11⅜	12¾	12¾	—
Firestone 2.60B	93½	82¾	85	83	— 2
General Electric 2	64¼	57	61⅜	57¾	— 3⅝
General Motors 2	36¾	33¾	35¼	36	+ ¾
Hoffman Electric 1	26⅛	21	22⅝	25⅞	+ 3¼
Hupp Corp.	3¼	2½	2⅝	2¾	+ ⅛
Magnavox 1½B	37	30¼	36¾	35¼	— 1½
Maytag 2A	29	23¼	27½	27⅜	— ⅛
McGraw-Edison 1.40	37½	32⅞	35½	33⅜	— 2⅛
Mpl.-Honeywell 1.60A	88¾	76	87⅛	81¾	— 5⅜
Montgomery Ward 2A	36⅛	28	35⅛	34¼	— ⅞
Minn. Mining & Mfg. 1.20	81½	73½	75¾	76⅜	+ ⅝
Motor Wheel ¼E	16¾	12¾	13⅞	13⅛	— ¾
Motorola 1½	42¼	36¼	39¾	36½	— 3¼
Murray Corp. 2	26¼	19¾	25	22	— 3
Philco Corp.	17⅛	12⅜	15¼	14⅜	— ⅞
Proctor & Gamble 2	60¾	55	59¼	59¾	+ ½
R.C.A. 1A	35	30¼	33⅜	31¼	— 2⅛
Raytheon 1¼T	26⅜	21½	22¼	26	+ 3¾
Rheem Mfg.	13⅜	10½	13	12	— 1
Ronson .15E	10½	8⅛	8⅞	8	— ⅞
Schick .20E	14⅛	9	12	9⅜	— 2⅝
Scovill Mfg. ¾E	28	21⅛	22½	21⅛	— 1⅜
Sears Roebuck 1A	27¼	25	26⅞	26¾	— ⅛
Servel	5¼	4¼	5	5	—
Smith (A.O.) 1.60B	30¾	25¾	28¼	26⅝	— 1⅝
Square D 1B	24⅝	21⅛	23¼	22	— 1¼
Sunbeam 1.40A	46¼	39⅛	43⅛	42¾	— ⅜
Sylvania El. Pd. 2	37½	31½	35⅝	36½	+ ⅞
Welbilt .05G	2⅛	1¾	1⅞	1⅞	—
Westinghouse 2	65½	57¼	61¾	58	— 3¾
Whirlpool ¼E	21¼	16½	18	17	— 1
White Sewing	6⅝	4⅞	5⅜	5⅜	—
Zenith Rad.	75¾	67½	68⅞	73⅜	+ 4½
AMERICAN STOCK EXCHANGE					
Muntz TV	¾	⅜	7/16	11/16	+ ¼
Singer Mfg. 2.20	40⅞	32⅞	37¼	40⅞	+ 2⅞
Skiatron	6	3⅝	3⅞	4	+ ⅛
Du Mont Lab.	4⅝	3	4⅛	3⅝	— ½
Eureka Corp.	⅜	7/32	¼	¼	—

A—Also extra or extras. B—Annual rate plus stock dividend. E—Declared or paid so far this year. G—Paid last year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date.

Make sure you have the New Slim Trim LOOK of FASCO



Here are fans with all the glamour and sparkle of today's square, slim modern look. Smart decorator colors of mocha brown . . . off-white high impact resistant plastic diffuser grille . . . gleaming gold instrument panel make the deluxe fan a sure sales winner. All other models are equally as modern with the slim trim look. Just seven Fasco models are all you need to give a complete selection to your customers. There's a fresh look all about Fasco—new line—new prices—new sales policies. Send in the coupon for beautiful color catalog and complete information.

FASCO INDUSTRIES, INCORPORATED
126 Augusta Street • Rochester 2, New York

FILL IN COUPON BELOW: *There's a fresh look at* FASCO

Please send me full information on the fresh new Fasco line of Fans

NAME_____

ADDRESS_____

CITY_____ STATE_____ EM-558



Then tell your story with force to families with sales-making buying habits...

the 2,312,762 families*
who read TIME, The Weekly Newsmagazine

*Publisher's estimate, February 17, 1958 issue. TIME's weekly circulation is in excess of 2¼ million.

economic currents

Good News: Industry Plans Expansion in '59

By the McGraw-Hill Dept. of Economics

APPLIANCE-radio-TV manufacturers are showing real optimism about business next year. In fact, they're planning to spend more on plant expansion and new equipment than industry as a whole.

GROWTH IN '59. Although appliance-radio-TV manufacturers are currently trimming their 1958 budgets for such expenditures, they are planning to boost such outlays by 20 percent in 1959, by 13 percent in 1960 and 11 percent in 1961. In doing this they're bucking the general trend. Industry as a whole expects capital outlays to drop twelve percent during 1958, eight percent more next year, with slightly lower drops for 1960 and 1961. These figures for later years could easily turn up, though, if sales and confidence improve.

END OF DOWNTURN. These figures are based on findings of the eleventh annual survey of Business Plans for New Plants and Equipment conducted by the McGraw-Hill Department of Economics. A cutback of 11 percent by appliance-radio-TV manufacturers in 1958, together with the upturn anticipated for 1959 and thereafter makes it clear that 1958 will represent the bottom of a two-year dip in capital spending by the industry.

EVERYBODY'S OPTIMISTIC. Indeed, businessmen in practically all lines are counting on the present recession to be short. Manufacturing companies reporting in the McGraw-Hill survey expect their 1958 sales to fall 2 percent below 1957 totals. But, on the average, they look for a fat 20 percent increase in sales between 1958 and 1961. Some industries—iron and steel, electrical machinery, and autos, trucks and parts—expect a better than 30 percent pickup in sales by 1961.

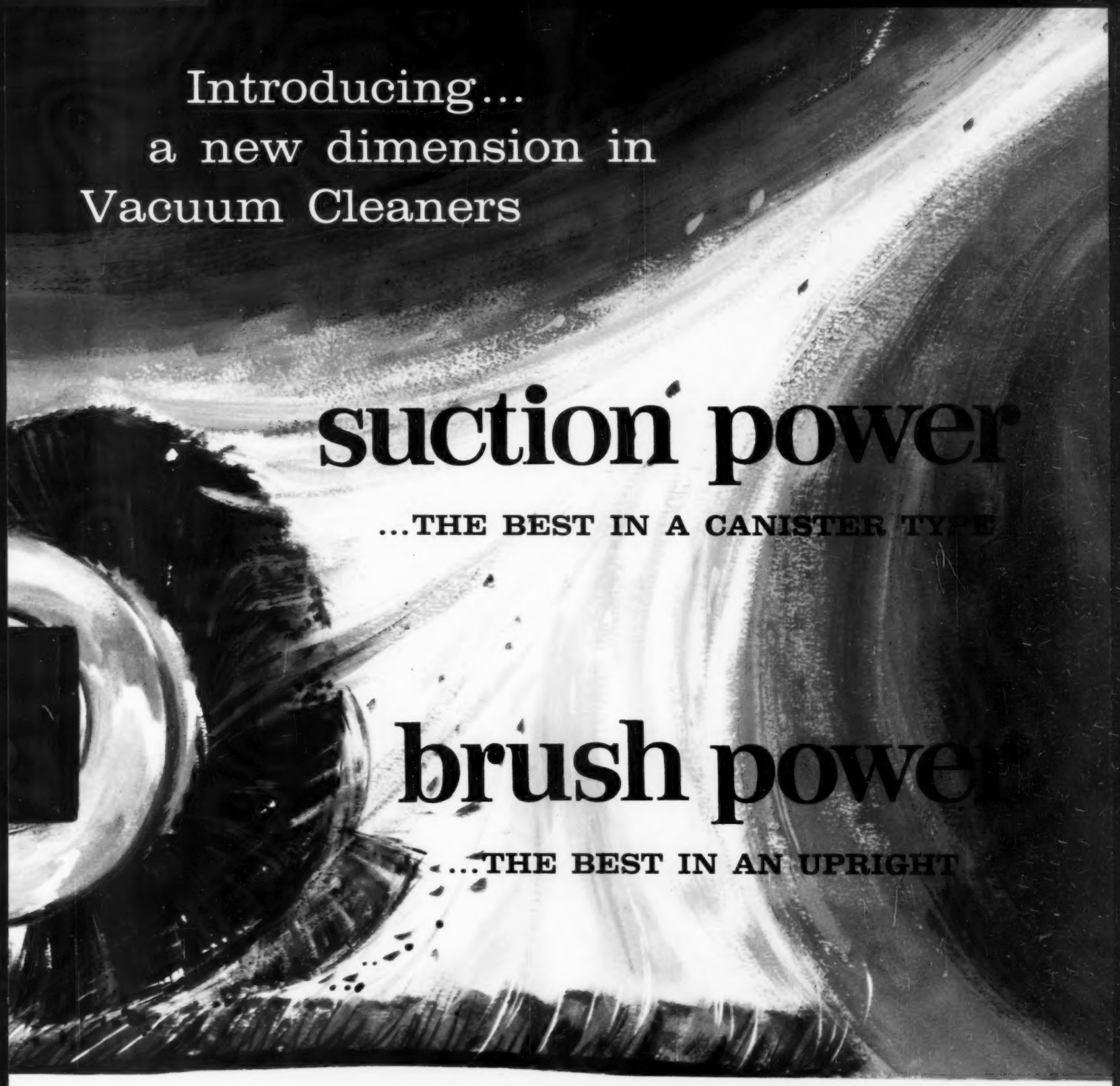
Behind this year's cutback in capital spending is the gradual appearance of excess producing capacity over the past two years. By the end of this year manufacturing industries, on the average, will have 55 percent more capacity than they had in 1950. But their sales and production have not kept pace with this rise in capacity.

Operating rates in manufacturing have fallen almost steadily since the end of 1955. Then manufacturers as a whole were operating at 92 percent of capacity, with several industries like paper, iron and steel and electrical machinery working at, or close to, 100 percent. By the end of 1956 the average operating rate had dropped to 86 percent. And at the end of 1957 it was only 78 percent of capacity.

Until sales catch up to the rate at which industry can turn out products, the incentive to add more capacity will be weak. Last year manufacturers added five percent to their capacity. This year they expect to add another four percent. But the average annual increase over the coming three years (1959-61) will be only a little over three percent.

Therefore, industry is turning its attention away from

(*Continued on page* 26)



BEST OF BOTH

combined in one, all new

RCA Whirlpool **home cleaning system**

RCA **Whirlpool**

combines the "BEST OF BOTH"
...SUCTION POWER of a canister
type with the BRUSH POWER of an
upright...in one home cleaning
system at a sensational low price!



RCA WHIRLPOOL
IMPERIAL MARK XII
HOME CLEANING
SYSTEM

NOW...
canister cleaning plus
upright cleaning in one unit

AT A SAVINGS UP TO A REALISTIC $70.00
over 2 separate cleaners.

home cleaning system



LOOK...
IT HAS A MOTOR-DRIVEN BRUSH!

Never before has such cleaning ability been built into a home cleaner . . . because never before has the brush action of an upright been combined with power suction of a canister! Unlike canister types where a fixed brush has to be pulled and pushed . . . the new RCA WHIRLPOOL Mark XII Home Cleaning System has a high-speed, motor-driven, revolving brush that sweeps deep into rugs and carpets, agitates the pile to loosen deep-down, embedded dirt, dust, and other soil particles. The brush and its own separate motor are enclosed in a compact, lightweight, low silhouette housing that goes where uprights can't. Yes . . . for the first time, you have the selling power of the "Best of Both" cleaning actions in one unit!

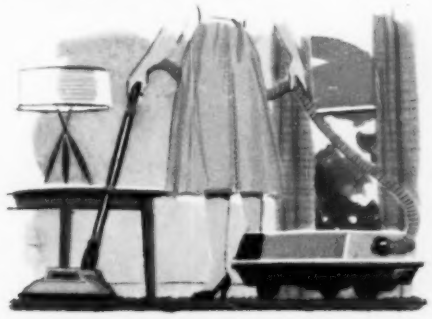
Compact, lightweight...new low silhouette.



Goes where uprights can't . . . only 4 inches high, the motor-powered rug nozzle gets under low furniture.



Takes less storage space . . . new low silhouette design lets it be stored in a closet, on a shelf, or even under a bed.



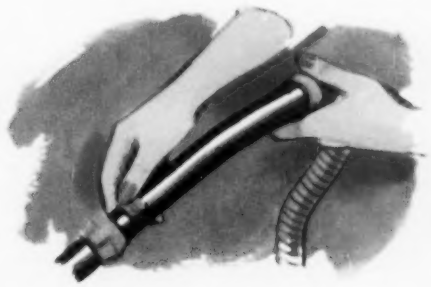
Rolls easily without snagging cord or rug edges . . . big smooth-rolling casters end tugging and pulling.



So light and easy to carry . . . built-in handgrip and lightweight aluminum construction make this RCA WHIRLPOOL a snap to carry anywhere.



Stands on stairs without tipping . . . operates in any position...makes cleaning steps and landings quicker and easier than ever.



Adjustable power selector . . . tailors cleaning power to the cleaning job . . . full power for deep pile rugs to less power for throw rugs.

more cleaning conveniences women want and buy!

Never before have you seen such a beautifully-designed, superbly-engineered, sturdily-built home cleaning system. It's compact, stores snugly, is lightweight and is so easy to carry. It's low so it won't tumble over as it rolls smoothly on casters from bare floor to carpet. A non-marking bumper all around protects furniture . . . and there's a convenient foot pedal for switching the unit on and off with no stooping.

Under the die-cast aluminum cover is a powerful motor that drives a two-stage fan to give the super suction you expect only in larger, heavier canister units. Dirt and dust are trapped in a giant-size disposable paper bag that installs in a jiffy, removes easily without soiling hands. These are only a few of the big reasons why your prospects will want and buy an RCA WHIRLPOOL!



one-piece hinged top lifts easily at a touch for easy access to disposable dust bag.

built-in tool compartment, under the cover, keeps tools handy . . . yet out of the way.

disposable dust bag has extra capacity. Installs and removes easily. Hands never touch dirt.

heavy duty 1-hp. motor and fan create powerful suction action to pull maximum dust and dirt.

It's a complete home cleaning system for both floor and above-floor cleaning!

Attachments include a flexible, lightweight Vinyl reinforced hose with swivel connection, lightweight, telescoping aluminum wand with positive locking connections, floor and wall brush, upholstery nozzle, dusting brush, and crevice tool.

AND HERE'S THE ALL-NEW RCA WHIRLPOOL

Bambi... light, low-cost



Big new cleaning convenience features at a price to beat competition!

It has everything your prospects want in a home cleaning system at a low price . . . beautiful modern styling; space-saving design with a new low silhouette; lightweight for easy carrying; super suction power for super cleaning; extra-capacity disposable dust bag; full complement of attachments including lightweight flexible hose, positive locking aluminum wands, rug and floor nozzle with floating brush, upholstery nozzle, dusting brush, and crevice tool . . . plus the one brand name that does more to help sell appliances than any other . . . all at a low, low price that will let you make a full profit and still beat all competition!

SEE YOUR RCA WHIRLPOOL DISTRIBUTOR NOW!

RCA **Whirlpool** home cleaning systems

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up!... it's easier to sell RCA WHIRLPOOL than sell against it!

... of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

Here's a tie-in that will wrap-up more dehumidifier sales!

HONEYWELL'S AUTOMATIC PLUG-IN DEHUMIDIFIER CONTROL—simplified, automatic action; just plug it in.

NEW LOW RETAIL PRICE **$11.95**





HERE'S THE WAY to cinch more new dehumidifier sales and pick up plus profits from the hundreds of dehumidifier owners already in your community.

Show customers how easily they can have automatic "set-and-forget" protection against moisture damage—without the bother of manual operation.

Honeywell's automatic control eliminates guesswork and ends frequent trips to turn the dehumidifier on or off.

With this Honeywell control the dehumidifier is on only when it's needed—when the humidity reaches the selected dial setting. And as soon as the humidity drops, off goes the dehumidifier, automatically.

Automatic operation saves money, too. Without needless operation there's less wear on the unit and less electricity used.

Get complete details on this easy profit-maker. Call your wholesaler or jobber. Or mail coupon today—

Honeywell

H First in Controls

MINNEAPOLIS-HONEYWELL
Dept. EM-5-62,
Minneapolis 8, Minnesota
Please send me complete information about the Honeywell Automatic Plug-In Dehumidifier Control.

*Name*_____

*Firm*_____

*Address*_____

*City*_____ *State*_____

BURGESS BATTERIES

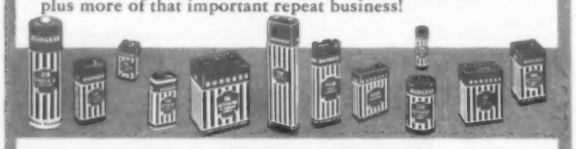
FOR TRANSISTOR AND TUBE MODEL RADIOS

Highest Quality · Longer Shelf Life

IT'S EASIER TO SELL THE BEST!

Depend on BURGESS *the Complete Line*

BURGESS — always the best in batteries for tube model portable radios — now leads the field again with the finest batteries for transistor model portable radios! You will prefer Burgess Batteries because they're fresher when you get them — fresher when you sell them. Stock and sell the Burgess Line! You're assured of money-making initial sales, plus more of that important repeat business!

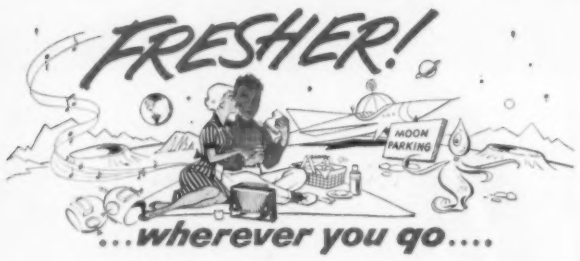


BURGESS BATTERIES Are Pre-Sold By An Aggressive National Advertising Program In Leading Consumer Publications, Metropolitan Newspapers and Outstanding Sunday Supplements.

Plus Jet Propelled Promotional Materials

KEYED TO

1958 BURGESS PORTABLE RADIO BATTERY PROGRAM



NEW "FRESHER" "Retail Salesmen"



FREE! "FRESHER" Sales Promotion Aids



Contact your BURGESS Distributor for Full Details TODAY!

BURGESS BATTERIES

BURGESS BATTERY COMPANY

economic currents CONTINUED

expansion and toward modernization and replacement of obsolete and worn-out facilities. Over the past few years almost exactly half of all capital expenditures in manufacturing went for expansion, the other half for replacement and modernization. This year, 56 percent is slated for replacement and modernization. And over the years 1959-61 this proportion will rise to 62 percent.

NEW MARKETS AHEAD. One of the key findings of the new McGraw-Hill Survey is that most manufacturers are looking beyond the present period of slack business to a new growth of markets—with their sales outlook better than ever. This comes out, not only in forecasts of steep rises in sales over the next three years, but also in the money industry is funneling into research and development.

Research and development expenditures by all industry last year amounted to almost $7.3 billion. This year, despite declining sales and the curtailment of plant and equipment outlays, industry plans to invest 14 percent more in research on new products and processes. And by 1961, industry expects to be spending almost $10 billion yearly on R & D, more than twice the amount spent as recently as 1955.

RESEARCH AND NEW PRODUCTS. This year for the first time the McGraw-Hill survey also turned up some information on the purpose of research programs. Almost half—48 percent of the companies gave "new products" as the purpose of their research. Another 41 percent checked as their purpose to "improve present products." The remaining 11 percent gave "new processes" as their objective.

Results of industry's $8.3 billion research program will be showing up soon in the form of new products that were not on the market in 1957. By 1961 manufacturing companies, on the average, expect 12 percent of their total sales will be in these new or radically changed products. Appliance dealers can look forward to selling their share, as new designs and completely new ideas for home appliances go through the research laboratories.

The stepped-up interest in research and development is probably the most significant result of this year's McGraw-Hill survey for the longer run business outlook. It shows that industry, far from being panicked about the future, sees a need for continued increases in its investment in the development of new products and new processes. Only in this way can it count on having attractive new products to tempt consumers in the years ahead. *End*

Want to Learn How To Be a Better Dealer?

There's only one school in the world devoted exclusively to teaching appliance-radio-TV dealers how they can become better businessmen. It's the annual NARDA Institute of Management. This year it's scheduled for July 13-19 on the campus of The American University in Washington. The cost—says everyone who has ever attended—is ridiculously low when stacked up against what you learn. For first year students: $135; for anyone who has attended before and enrolls in the advanced course: $150. To take advantage of this unique opportunity, simply write the **National Appliance and Radio-TV Dealers Assn., 1141 Merchandise Mart, Chicago 54, Ill. But do it now.**

PARTNERS IN PROFIT...

Dealer Ham Holdren and Frigidaire work together to turn Service Problems into Sales Profits!



Meet Ham Holdren, Frigidaire Dealer of Roanoke, Virginia, co-author of a million dollar success story.



His Plan—Service That Never Stops Selling! Ham uses his reputation for dependable service as a plus selling feature. In all customer contacts, before, during and after the sale, he stresses the importance of buying from a dealer who backs up *every* product with dependable service.



Turning Complaints Into Compliments! Ham's staff of service technicians is primed with up-to-the-minute information—available through the Frigidaire Service Training Program, finest in the industry. The first and lasting impressions they create on service calls win customers—and sales.



Prompt Service Repairs! "On-call" availability of replacement parts and special tools from the nearby Frigidaire District Office assures Ham's prompt response on service calls. Valuable assistance in the organization and operation of his service business is available from the same source.

Frigidaire Dealers, like Ham Holdren, recognize that in today's appliance market, good service is a definite *sales asset*. With the help of Frigidaire, more and more dealers are developing sound service departments as a step toward a more well-rounded sales-service operation—added profits, too.

The Frigidaire formula is a simple one. It is based on sound service principles and easy-to-use service helps available to all Frigidaire Dealers. By following these principles, thousands of Frigidaire Dealers enjoy profitable service operations and, through adherance to these high service standards, earn for themselves the reputation of "indispensable man" in their communities.

If you want to know more about this successful dealer and his service approach to sales, write FRIGIDAIRE Division, *General Motors Corporation*, Dayton 1, Ohio for your copy of the "Ham Holdren Story" or ask for a showing of the film based on this dealer's experience.

IN SERVICE ASSISTANCE AS IN SALES

GM GOLDEN ANNIVERSARY

Frigidaire—Built and Backed by General Motors

FRIGIDAIRE
is on the march



Milwaukee Appliance Market Boosted by New Homes and Top Bracket Incomes

Milwaukee rates high in percentage of families owning most types of appliances, but the potential here mounts up to boxcar figures in new prospects as well as replacements. For example, only 26.7% own automatic clothes dryers; 15.4% own separate food freezers; 4.1% own automatic dishwashers. And 10,000 new homes each year add to the huge appliance and home equipment market in Milwaukee and suburbs alone. Here, too, more prospects have the money for big ticket purchases. Among the 25 largest metropolitan areas in the nation, only two have a greater percentage of families with incomes over $4,000.

EVENING **THE MILWAUKEE JOURNAL** SUNDAY

Investigate Milwaukee Appliance Buyers

Appliance Subjects Covered in the 1958 Milwaukee Journal Consumer Analysis

Cooking Ranges, Type and Make
Mechanical Refrigerators
Water Heaters
Electric Washing Machines, Automatic, Spinner and Wringer Types
Automatic Dishwashers
Automatic Clothes Dryers
Home Food Freezers
Room Air Conditioners
Incinerators
Electric Frying Pans
Electric Toasters
Electric Shavers
Television Sets, Size, Number, Color, When Bought
Power Lawn Mowers
Power Lathes, Drill Press, Bandsaws

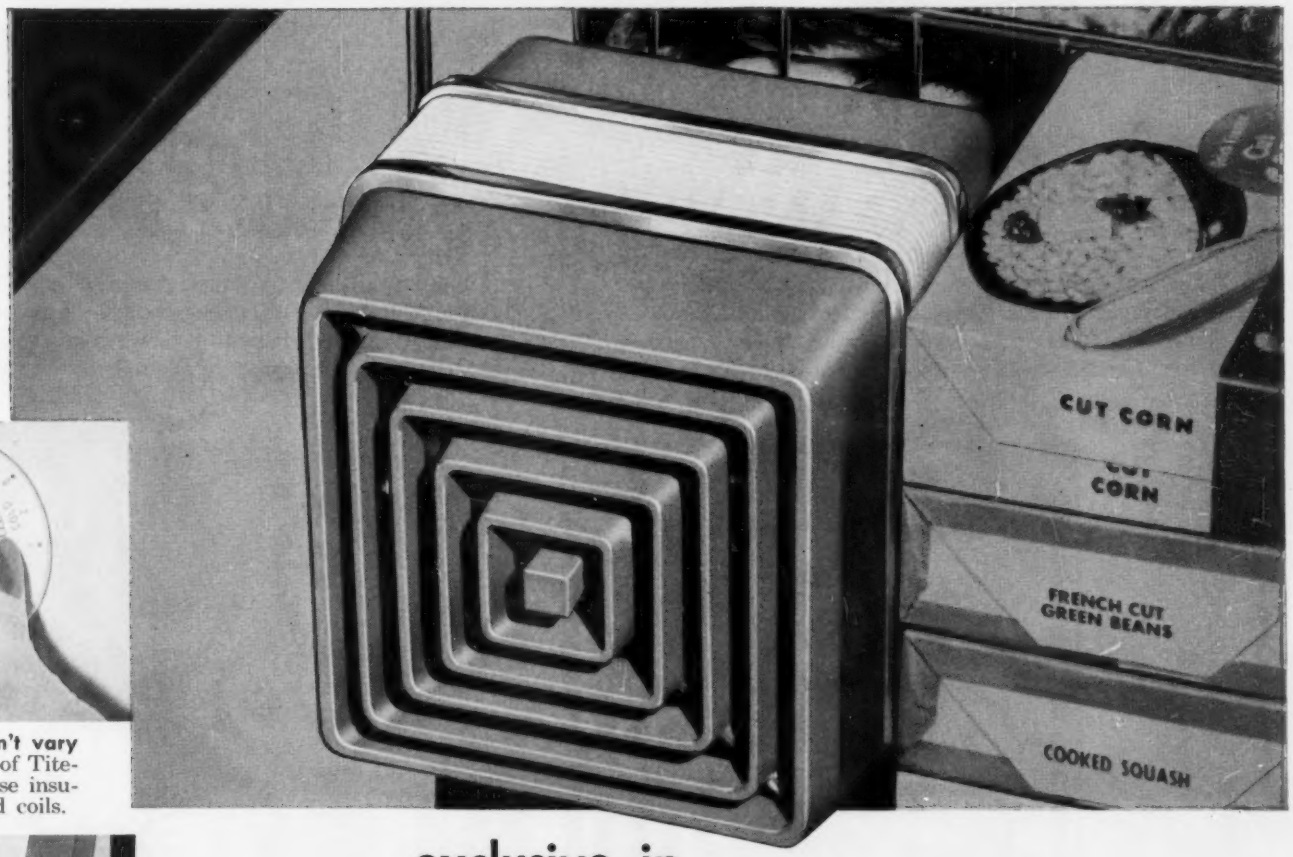
Journal Consumer Analysis Again Checks Appliance Buying Trends, Ownership, Preference, Potentials

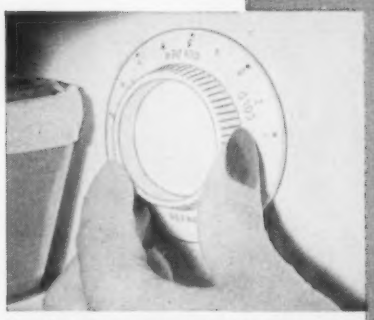
For the 35th year, researchers for The Milwaukee Journal Consumer Analysis have compiled their report on this metropolitan market of more than a million people. Included is the up-to-date record of home appliance and equipment ownership, preference by brand and type of equipment, and trends in buying habits. All data in this edition has been obtained since January 1, 1958. To be sure you get a copy of this informative report, contact our General Advertising manager, Norm Saukerson, or one of the offices of our representatives listed below.

National Representatives
O'Mara & Ormsbee, Inc.
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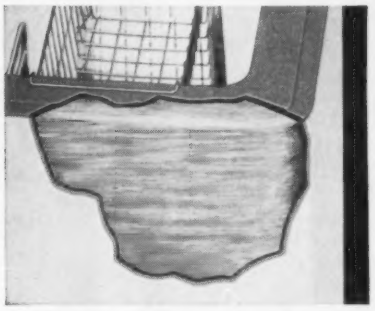
THE MILWAUKEE Journal
READ IN 9 OUT OF 10 HOMES IN THE METROPOLITAN AREA

FAST FREEZE FAN

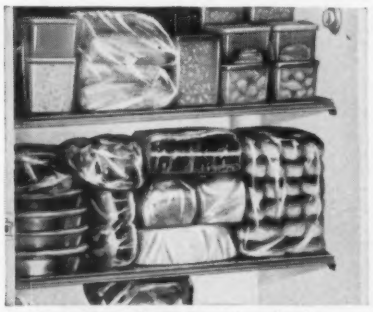




Food temperature won't vary more than 1° because of Tite-Seal construction, dense insulation, properly spaced coils.



Cabinet won't sweat — dry cabinet construction stops moisture condensation, ends dripping walls.



Fast contact freezing in chest and upright models . . . all food adjacent to prime freezing surface.

...exclusive in

RCA **Whirlpool** FREEZERS

FREEZES FOOD UP TO TWICE AS FAST



Chest models available in 17- and 21-cu. ft. sizes . . . Uprights in 12-, 16- and 20-cu. ft. sizes.

That's right . . . Fast Freeze Fan freezes food *twice* as fast. Incorporating a technique of commercial freezing . . . it blows *"zero-cold" air* over the food to blast freeze it and thus "lock in" flavor, freshness, and nutrition. Use this optional item to close sales faster on any RCA WHIRLPOOL model — chest or upright — it fits them all. And, this is only one of the many exclusive features found in the new, RCA WHIRLPOOL freezers. Contact your RCA WHIRLPOOL distributor now, and be among the first to offer these sensational values!

RCA WHIRLPOOL Home Appliances
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

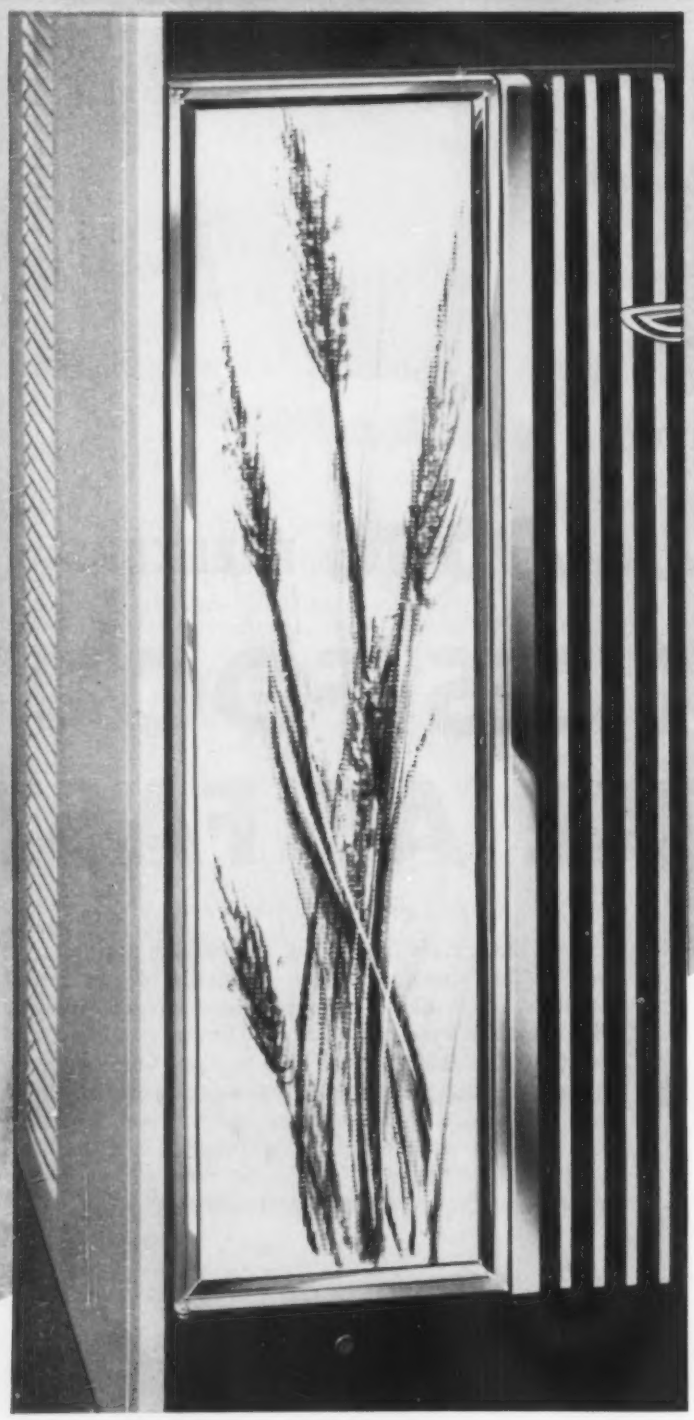
Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

4 new ideas in room air

New beauty... with

CHANGEABLE "PICTURE PANEL"

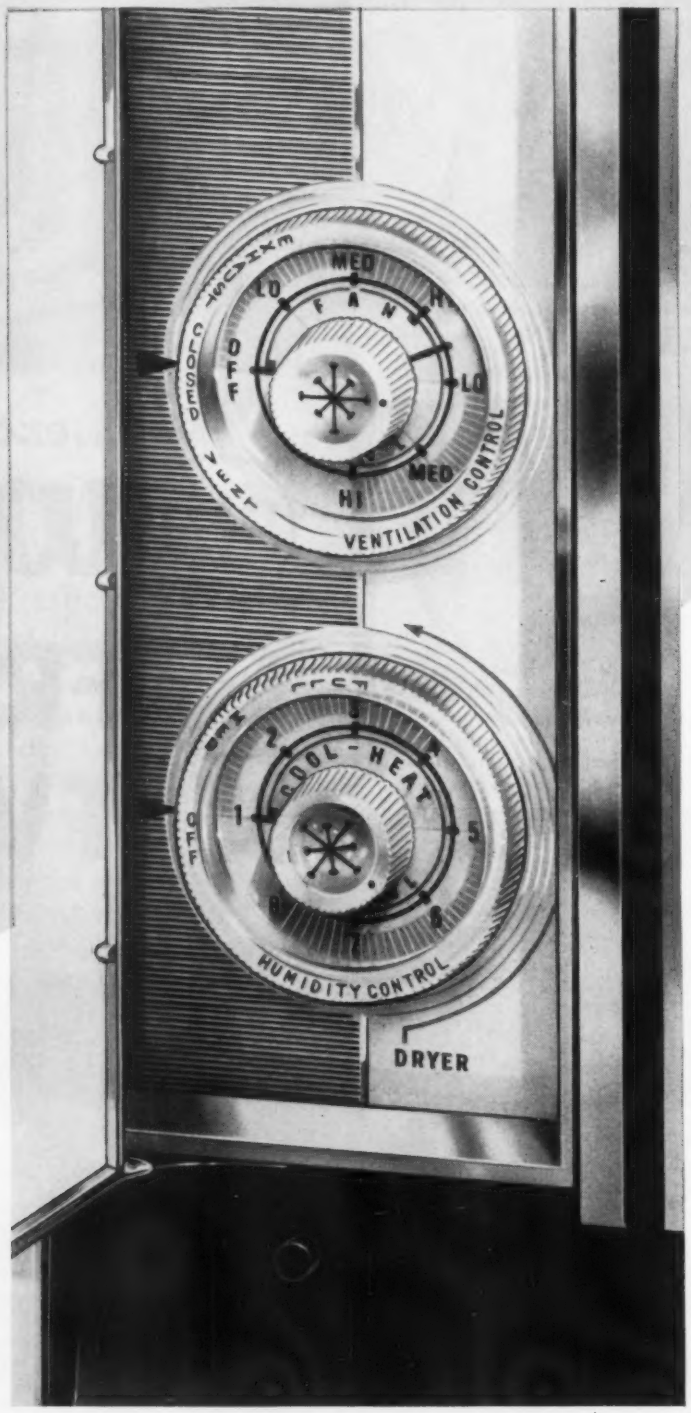
Fashion styling never before seen in an air conditioner! The illuminated panel glows softly to accentuate exquisite, delicate, inlaid traceries. You can choose a variety of colorful panel designs to reflect any mood or decor.



New convenience... with

2-IN-1 CONTROLS

Behind the "Picture Panel" are new, simple dials that are the easiest ever to see and set. They provide a full range of settings for complete comfort conditioning. No other air conditioner gives you so much *new* to sell!

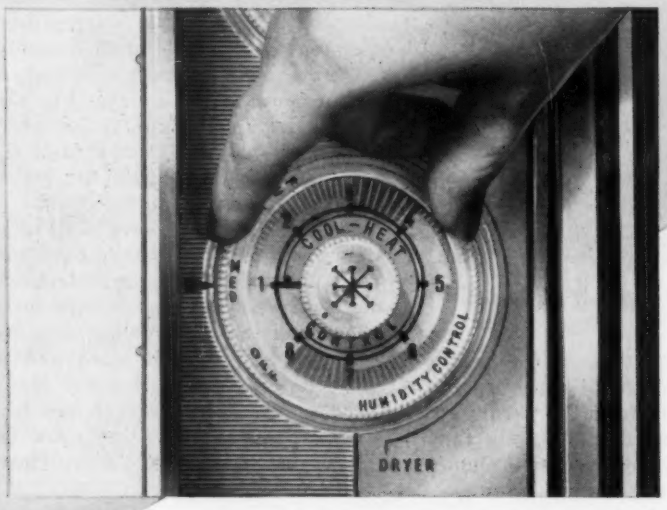


conditioners to increase sales

New individualized comfort with

SEPARATE HUMIDITY CONTROL

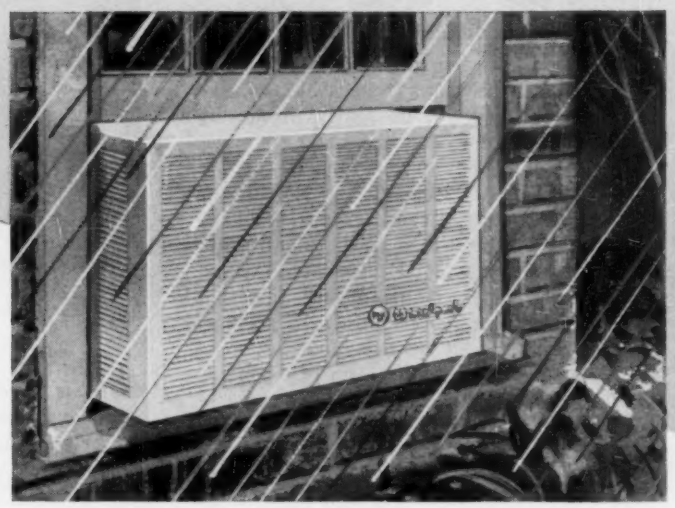
Now you can offer *individualized* control of humidity as well as temperature! Entirely separate, this new control will maintain the humidity selected for truly complete comfort. It's yours to sell only on an RCA WHIRLPOOL air conditioner!



New "off-season" ventilation with

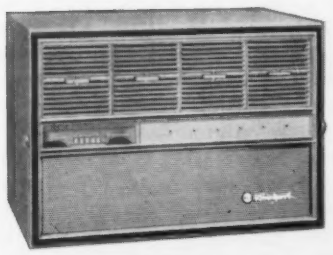
WEATHER SEALED CABINET

Unique, efficient design prevents snow, sleet, and other bad weather entering the "thin and low" cabinet. Prevents drafts even in a high wind. Because a cover is not needed in winter the unit can be used for ventilation the year around.



All this and "price" too... exclusively yours in...

RCA Whirlpool ROOM AIR CONDITIONERS



Deluxe models, low in price and high in quality, feature push-button controls . . . are available in 3 models, including 1 hp. and 1½ hp., 230 volts.



Custom models feature infinite air volume control . . . are available in 4 models (including a Lo-Amp.) from 1 hp., 115 volts, to 2 hp., 230 volts.



Imperial models are available in 7 beautiful units . . . from 1 hp. to 2 hp., 230 volts. Included is a through-the-wall model and reverse-cycle model.

RCA WHIRLPOOL Home Appliances...Products of WHIRLPOOL CORPORATION St. Joseph, Michigan.

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Ask your RCA WHIRLPOOL distributor about FREE LUXURY TRIPS TO LAS VEGAS just for buying RCA WHIRLPOOL air conditioners!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

MORT FARR SAYS: Color TV-A Rainbow For Your Future

THERE is a rainbow in the future of television dealers. This has been the promise for three years now. Some say the rainbow has faded—others think it is a long way to the pot of gold at the end of it. A few scoffers don't believe there ever was a rainbow, while a handful of believers think it is here now. The rainbow-hued promise of color television presents the industry with its greatest and golden opportunity.

MEDICINE FOR INDUSTRY. Even those who are not presently promoting or selling color TV will have to agree that the only thing that appears on the horizon that will provide the shot in the arm the industry needs is color. We have observed the price drop on black and white TV from around $400 to $130 and the profit margin has almost disappeared. The fall in margins in black and white TV has been accentuated by the incorrect merchandising of portable sets. Many sales of portables were made at the expense of table models and console sets instead of being sold as second or third sets. The only way we are going to get our unit of sale up where it belongs and put the industry in the billion dollar class where it belongs, is to learn how to sell more color sets. It is not enough of an inducement to the consumer to tell them that next year's black and white sets will again be two inches slimmer. Color adds a new dimension to TV enjoyment and it can be sold.

First, it must be recognized that it requires the cooperation of all segments of the industry working together to sell the public that color has arrived, and that it represents an outstanding value. There is always the old chicken and the egg theory . . . which comes first . . . set sales or programming. Actually we are going to have to go forward together. The fact is the advertisers and the networks have had more faith in the future of color television than the set makers or the dealers who sell the sets.

WHAT WE NEED. I believe that the government might help get the industry off the ground by removing the manufacturer's excise tax from color sets. Members of Congress in the past have always asked what they would do to make up for the lost revenue. In this case, the loss would be small because so few sets are being sold that the money would hardly be missed, and it might provide the impetus to spur the sale of sets so that the revenue would be made up in additional taxes paid from the profits at all levels of the industry. Actually the retail price cut would average around $60 as the 10 percent tax on manufacturer's cost is pyramided by both the distributor and the dealer, and the customer actually pays a lot more than the government gets.



Mort Farr, Upper Darby, Pa., dealer

It is time that all the networks recognized that one of the best ways they can increase the effectiveness of their commercials and the enjoyment of their programs is to broadcast more in color. It is one way they can get more revenue for themselves and step up the effectiveness of the commercials.

NO TROUBLE WITH SETS. The sets themselves are quite perfected and are giving a minimum of service difficulties. Our service industry has done a remarkable job of learning the techniques of proper installations and maintenance and those who have had any experience are no longer afraid to tackle what a short time ago they regarded as a stupendous undertaking. The transition from black and white television to color television was not nearly as difficult as was the change from radio to TV.

The size of the picture tube is large enough so there is no point in consumers waiting for a larger screen as was the case in the first years of black and white. The price of color television is not too high and is not what is holding back sales. The trouble is, we sell black and white sets too cheaply, and color should not be compared to black and white. It is something new and different and worth all it costs.

WHAT CAN BE DONE? What about the manufacturers, distributors and dealers? First, the manufacturers. Only one has really carried the ball and tried to give our business the lift it needs. A few have made a half-hearted attempt at building some sets, but worried because they could not make a profit immediately. This is true of all great new businesses. As for those manufacturers who elected to stay out of the production and sale of color TV at this time, that is O.K.—but at least they should not make derogatory statements to the press.

Some distributors have done an outstanding job in getting their dealers excited about selling color television. In these markets sales have been good. In some, color television dollar sales are exceeding 50 percent of black and white sales for these distributors. Many of these distributors however are making the same mistake that they made in the sale of black and white sets. They are selling anybody and everybody. The sale of color TV should be promoted by a specially franchised dealer. This franchise should protect the dealer who has been and is pushing the sale of color. Even now, 75 percent of the sales in good markets are being made by 20 percent of the dealers. This percentage would be even higher if these dealers were getting their share of the sales they sparked.

THE DEALER'S ROLE. Much has been said and written about what the dealer needs to do to get his share of color set sales. There is little that can be added. Those dealers who are believers and are promoting are well pleased with the sales and the potential. Few who have really gotten the religion have given up. And many a dealer who is meeting figures owes it to his volume in color sales. There is no pattern for this success. I have met dealers in towns I never heard of, who sold over 50 sets last year, and little individual operators whose sales were little short of phenomenal.

Color television will go down in history as one of the miracles of the twentieth century. If every segment of the industry will work to sell the public on the fact that it *has* arrived and that it *does* provide something new and better—color TV will point the way to the most profitable years television has ever known.

End

The Sunday Bulletin **Sports** 3 | FINANCIAL Pages 7 and 8 | BOATS

PHILADELPHIA, PA., DECEMBER 8, 1957 $J

LaSalle Conquers Roxborough for City Title, 19-6

Kentucky Shades Temple, 85-83, in 3d Overtime

Rodgers' Loss In 2d 'Extra' Hurts Owl Five

Hatton Scores Six In Final to Win Thriller for 'Cats

By BOB VETRONE
Of The Bulletin Sports Staff

Lexington, Ky., Dec. 7—Kentucky beat Temple tonight—after 55 minutes of point-pounding basketball the like of which this loop-happy town has seldom seen.

The score was 85-83. It took the Owls twelve those overtimes to

Maxwell's 2 TDs Win Game In Final Period

Individual Award Goes to Reistad, Losers' Star Tackle

By JACK RYAN
Of The Bulletin Sports Staff

Joey Scott Maxwell, son of a former Notre Dame All-American tackle, led LaSalle High School to its second city football championship on Franklin Field yesterday.

The Lasalle Explorers' fullback rolled up 220 yards rushing and

LaSalle Combines Short Pass and Run for Easy Touchdown



250,000 MORE REASONS WHY

in Philadelphia nearly everybody reads The Bulletin

Could be a high school game or a neighborhood block party. If it happens in Greater Philadelphia, a Bulletin man is there to get the names that make the news. Each year, in fact, The Evening and Sunday Bulletin prints some 250,000 local names.

It is this detailed attention to local happenings—together with the big news and important features of a great metropolitan newspaper—that helps make The Bulletin such a welcome daily visitor to the homes of Philadelphia.

Because it is a family friend, The Bulletin gives advertisers a big opportunity . . . to have their messages carefully considered—*at home*—in the newspaper Philadelphians *read*, *respect* and *respond* to.

The Bulletin goes home . . . delivers more copies to Greater Philadelphia families every seven days than any other newspaper.

Advertising Offices: Philadelphia • New York • Chicago
Representatives: Sawyer Ferguson Walker Company, Detroit • Atlanta • Los Angeles • San Francisco • Seattle
Florida Resorts: The Leonard Company, Miami Beach.

The Bulletin publishes the largest amount of R. O. P. color advertising in Philadelphia—Evening and Sunday!


GRIFFITH (R)
STEEL (R)
3
Russ Griffith misses a desperation tackle and in another series Herrera is over with the game-tying touchdown.

Sports Results
College
Basketball
Greater Philadelphia
J. & M. 75, Haverford 57
Kentucky 85, Temple, 83, 3 overtimes
LaSalle 85, Albright 55
Lehigh 90, Delaware 68
Lebanon Valley 65, P.M.C. 59
Phila. Pharmacy 75, Ursinus 69
Penn 67, Navy 64
Penn Tr. 75, Germantown Acad. 53
Princeton 97, Georgetown 68
St. John's 65, St. Joseph's 58
Continued on Page 6, Col. 6

Rocky scored his second goal in the second period and Reggie Meserve also tallied for the Ramblers but the Chimers stayed right with them on goals by Yvan Rozon and Adam with Bill Sinnett and Stuart taking assists.

In the wild and wooly third period, Rozie put Charlotte in front with the help of John

Continued on Page 4, Col. 3

Iowa Routs Arizona

Iowa City, Iowa, Dec. 7—(AP)—The Iowa Hawkeyes, behind sophomore Larry Swift's 27-point shooting, defeated Arizona 80-63 tonight. It was Iowa's 7th consecutive non-conference victory at home.

and Blue harriers must skate to the wire and bested a ragged Navy team, 47-66, to close the Palestra program to the delight of a sparse gathering of 1,991.

The Quakers gave it 100 per cent, and the all-out effort enabled them to keep their record perfect in two outings. The Middies came out second best for the first time in three engagements.

Schmidt was the big guy while he was in the game. Before leaving via the personal foul route with 1:36 remaining, the former LaSalle High ace pitched in 15 points, grabbed 12 rebounds and made his presence felt all over the court.

Middies Close Gap

Just prior to leaving, Schmidt tipped Penn's lead to 63-58, but it took four free throws by Feldman and sub Bob Kearns, who was not even listed on the pro-

Continued on Page 4, Col. 1

Army Trounces Kings Point, 98-58

West Point, N. Y., Dec. 7—(AP)—Darryl Kouns and Chuck Darby scored 63 points between them as Army trounced Kings Point, 98-58 in basketball tonight.

Kouns, a yearling from Ashland, Ky., was the top scorer with 34. Darby had 29.

Using a fast break the Cadets built a 20-point lead with 5 minutes left in the first half. Tom Merchant, Marinette, Wis., 6 minutes without a field goal early in the game.

It was Army's second victory and the third straight defeat for the Mariners.

Gabby, who rates as top shooter Great shucks, had other problems getting to the game as didn't make an appearance until just before the opening buzzer. Pollard wanted to touch Tom to on on time from now on and, besides, he didn't need him.

As Pollard said after the game, LaSalle "was fired up" and after a few early tumble deadlocks, things swayed its way. It was tied at 2, 4 and 6, and then the Explorers took over.

Parade of Substitutes

Kennedy hit on a couple of sets and his Gridish hit a pair from under the basket to lift the advantage to 10-12. Albright stayed within reach, however, but when it was LaSalle, 24-19, with six minutes remaining in the first half, the Blue and Gold reserve asserted themselves.

The Explorers' Ralph Santi-

Continued on Page 4, Col. 4

Kansas State Triumphs

Bloomington, Ind., Dec. 7—(AP)—Kansas State's taverings Wildcats, trailing through most of the game, pulled away in the last two minutes and defeated Indiana tonight, 66-61. Six foot-eight Bob Boozer scored 27 points for Kans.

Vehslage Wins and Loses in Squash

New York, Dec. 7—(AP)—Steve Vehslage, an 18-year-old Princeton freshman from Haverford, Pa., raised quite a reputation today before losing out of the Gold Racquet tournament that opens the squash racquets season.

Vehslage, last season's Intercollegiate champion while at Haverford School, opened with a 15-10, 15-4, 15-10 first round upset over Henry Foster, of Boston, who is ranked eighth

Continued on Page 6, Col. 7

Kansas Beats Oklahoma

Kansas City, Dec. 7—(AP)—Kansas defeated Oklahoma, 75-71, in basketball tonight.

Continued on Page 6, Col. 6

Nationally, Then the Princeton youngster, showing a strong service and hard hitting, carried the quarter-final match in three games before he was ousted by Bob Reisbeck, of Detroit, Pa., 13-15, 9-15, 15-4, 15-12.

William Daly, New York, defeated S. Carter Ferguson, Philadelphia, 15-4, 15-12, 17-14 in the quarter-finals. Dodd Mateer, Philadelphia, six times champion, was forced out of the tournament by a head injury.

*National**

MAINTENANCE
SERVICE
WILL SAVE
YOU MONEY
EIGHT WAYS



HOW?

1 CONTROL OF COSTS
You can budget your service expense, eliminate cost of repairs, and YOU SAVE MONEY.

2 REGULAR INSPECTIONS
Detect undue wear or strain on parts. Regular inspections save you the worry of costly interruptions of your business system.

3 PROPER LUBRICATION
Protects working parts of the machine against premature wear and corrosion.

4 PERIODICAL CLEANING
Increases efficiency and lengthens the life of your machine.

5 PARTS WITHOUT COST
Parts will be furnished without cost to users of National Maintenance Service.

6 FACTORY-MADE PARTS
Parts made by the manufacturer are used to replace broken or worn parts.

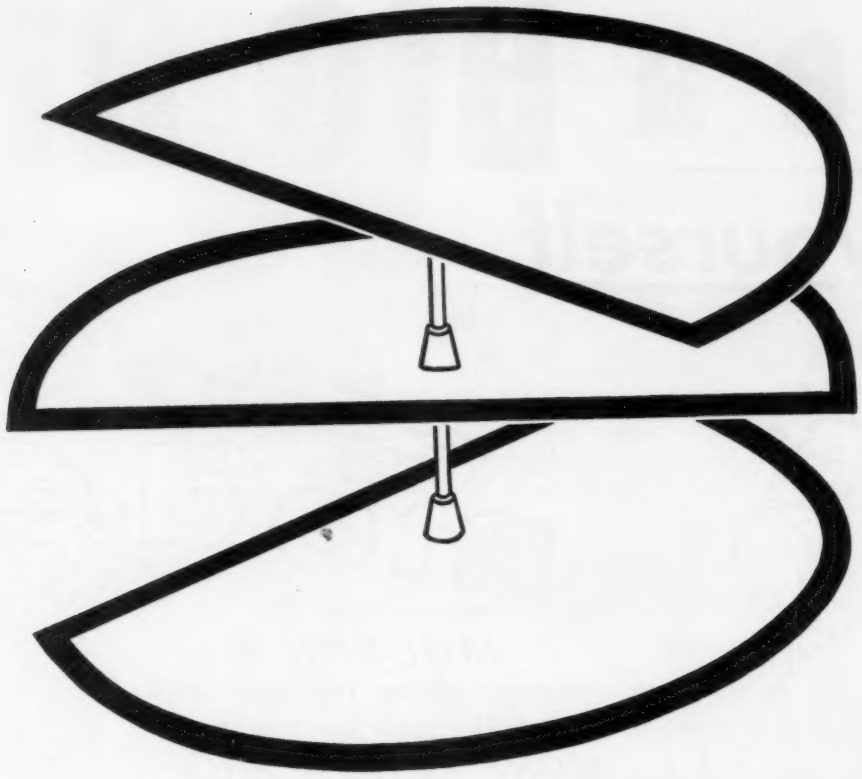
7 QUICK SERVICE
You can call us without additional cost any time your equipment is not operating satisfactorily.

8 BONDED SERVICEMEN
Factory trained to give you efficient service and to SAVE YOU MONEY.

You invested in your National equipment for its money-saving features. National's "Preventive Maintenance" will maintain these savings *every* year — for *more* years. Call your nearby National Service Man for full details on National Maintenance.

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES • HELPING BUSINESS SAVE MONEY

*TRADE MARK REG. U. S. PAT. OFF.
*National**
CASH REGISTERS • ADDING MACHINES
ACCOUNTING MACHINES
NCR PAPER (NO CARBON REQUIRED)



revolving shelves

The most demonstrable selling feature in refrigerators today!

COMPETITION has been hammering away at General Electric's famous Revolving Shelves ever since they were first introduced.

But it doesn't alter the fact that they're still the most dramatically demonstrable feature in the refrigerator business.

With a simple touch, you can show your customer how Revolving Shelves put all foods at their fingertips. With another touch, you can show how easy space between shelves can be adjusted without removing foods.

In response to surveys, Revolving Shelves have been mentioned by more women as the biggest single reason for choosing a General Electric Refrigerator.

Fact is, more than a million General Electric Refrigerators with Revolving Shelves have been sold up to date—and they're going stronger than ever.

Revolving Shelves are one of the three best selling-features in our business. With the other two—Roll-Out Freezer and "Straight-Line" Design with *no coils on back*—they constitute three more reasons why American housewives believe General Electric makes the best appliances.

And *only* General Electric gives you *all three!*

Sell up to a combination refrigerator-freezer! Your customer won't be in the market again for 12 or 13 years. It's good business to sell the best and make more profit.

Household Refrigerator Dept., General Electric Company, Appliance Park, Louisville 1, Ky.

Don't miss "General Electric Theater," Sunday nights, CBS-TV.

Progress Is Our Most Important Product

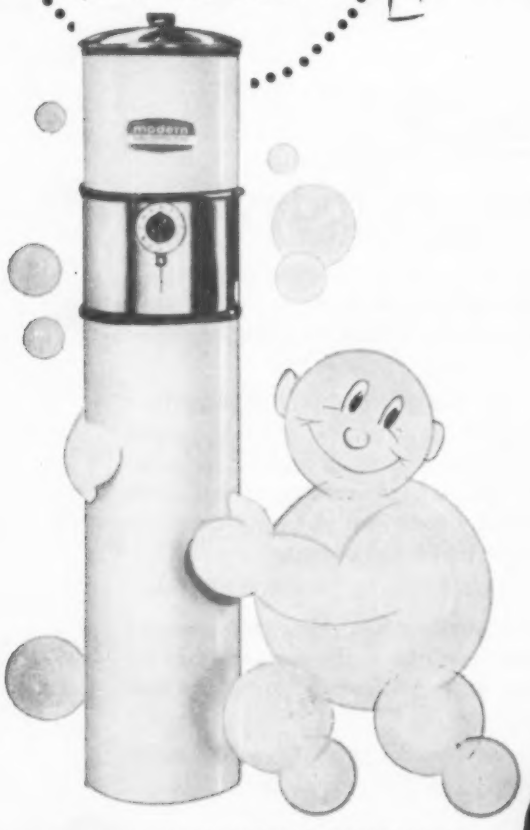
GENERAL ELECTRIC

Take a BIG BITE

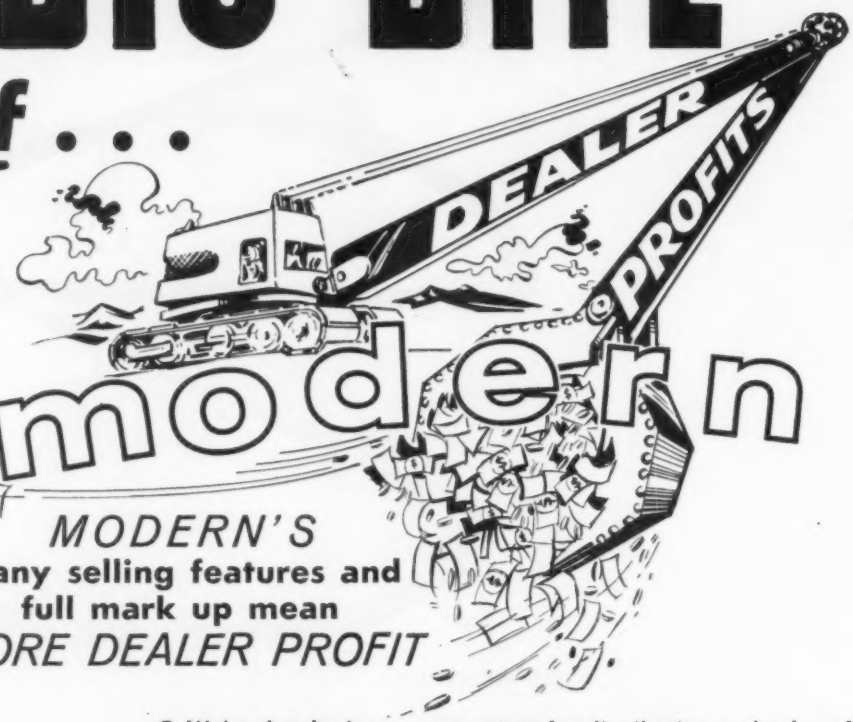
for yourself . . .



People are realizing the value of soft water. They are buying water softeners. Get your share of the profit from this wide-open, fast developing market. Sell MODERN water softeners and you sell the best . . .



So easy to demonstrate — graphically, convincingly, plenty of margin for sales promotion etc. and still **"TAKE A BIG BITE"** of profit for yourself . . .



MODERN'S
many selling features and full mark up mean
MORE DEALER PROFIT

- **We're developing a new system for distribution and sales of Water softeners. It means longer profits for you, more promotional and sales helps from us and greater customer satisfaction for all . . .**
- **MODERN'S many selling features easy installation and long life construction make it the most desired line to handle.**

"You don't have to follow the leader you can be ONE"

- **SALES AIDS FURNISHED**
  We provide you with complete information about the products, sales kits, demonstration kits, free water analysis laboratory service, co-op local advertising, mailers and all the sales and promotion helps you need.

THE MODERN LINE IS COMPETE —
MODELS FOR EVERY PURPOSE EVERY POCKETBOOK

- **DYNAMATIC** head and shoulders above anything else in the field— automatic without electricity. SUBURAN completely automatic electric. DELUXE SA finest most dependable triple purpose automatic you can handle. THRIFTMASTER triple purpose, single valve operation, amazing low price—a real leader.
- **THE MODERN LINE IS A NATURAL FOR VOLUME SALES . . .**
  In stores handling appliances, Hardware, Building Specialties, Home improvements, Plumbing fixtures.

HANDLE "MODERN" WATER SOFTENERS AND YOU HANDLE MORE PROFIT

Investigate Now . . .

REGARDING DEALERSHIP OR DISTRIBUTORSHIP IN YOUR TERRITORY.

write
FOR COMPLETE INFORMATION
AND FREE LITERATURE
Today!

modern
water treatment division
GEORGE GETZ CORPORATION
Freeport, Illinois

NEW

. . . in Serviceability
. . . in Operation
. . . in money-making "Buy-Appeal"



The Exciting New

Blackstone

DEA-50

AUTOMATIC DRYER

Dries clothes like nature FAST and FLUFFY...

like sun-drenched summer breezes

Lets you get...and keep...FULL MARGIN PROFITS



BEAUTY-MATE TO BLACKSTONE WASHER
to double your sales ticket

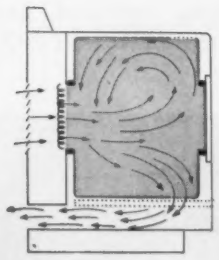
Whichever you sell first, washer or dryer, you have a fast and happy follow-up for a double-sale with its matching work-saver. And *you'll* be happier, selling Blackstone quality—and getting full margin.

Blackstone

America's oldest washer manufacturer
SINCE 1874

Here's a completely new dryer, not just a new model, to pep up sales and step up your profits for '58. It's a true Blackstone beauty with clean-line design. It dries clothes in nature's own best way . . . with warm, dancing air like a breezy July day.

It works like a charm . . . services like a dream. Dries with low temperature and high velocity air. No radiant heat to stiffen clothes or set wrinkles. Low heat and room-air settings for sheer, fragile fabrics and synthetics. The new Blackstone is safer than sun . . . faster than a washer . . . easiest of all dryers to install and service. And it's just as simple to demonstrate and sell . . . at full mark-up. Write us today.



A CINCH TO INSTALL AND SERVICE

- **Three legs make leveling a cinch.**
- **Easy venting from either side or rear. Slip-off sleeves at sides.**
- **13 inch circular graphite-felt bearing* rings cradle drum front and rear.**
- **Easiest dryer of all to service and install.**
- **Can be completely disassembled by one man in minutes.**

*Patent applied for

GET THE FULL BLACKSTONE STORY NOW!
Distributorships and dealerships available
Write Blackstone Corp., 1111 Allen Street, Jamestown, N. Y.

More of Everything You . . . and Your Prospects Want . . . With **MATHES**

more cooling capacity !

Your customers are wising up to BTU Ratings. They're shopping for maximum BTU *per dollar* – more cooling capacity for their money – AND THAT'S WHAT YOU'LL GIVE THEM WHEN YOU SELL MATHES ROOM AIR CONDITIONERS.

more eye appeal !

Look them over! There's no line anywhere that matches MATHES *"Decorator's Choice"* for beauty, eye-appeal, buy-appeal! Styled like fine furniture – wide choice of cabinets to choose from: Mahogany • Blond Oak • Honey Maple • Walnut • Tropical – *a beauty of a line to sell!*

more sales, more profits,

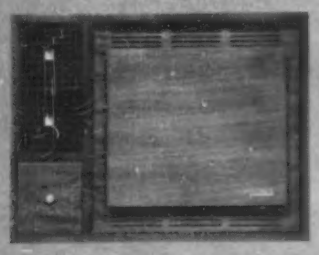
Just look at the record! MATHES is No. 1 in the South – in over 1-ton sizes – AND NOW MATHES is expanding! The advantages that put MATHES in first place in the Nation's "heat belt" will help you ring up bigger sales, bigger profits in *your* area!

for you with MATHES

New 1958 Room Air Conditioner Line

That's ALL NEW ALL THE WAY THROUGH!

All new designs – on all 1958 Models – an exciting "new-look" line to present to your room air-conditioner prospects! Bright new styling – better-than-ever performance – a ONE-TWO punch for more sales!



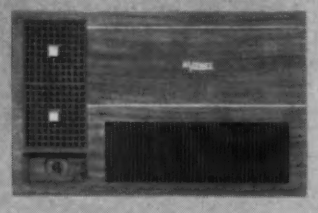
Super Custom
Walnut Finish



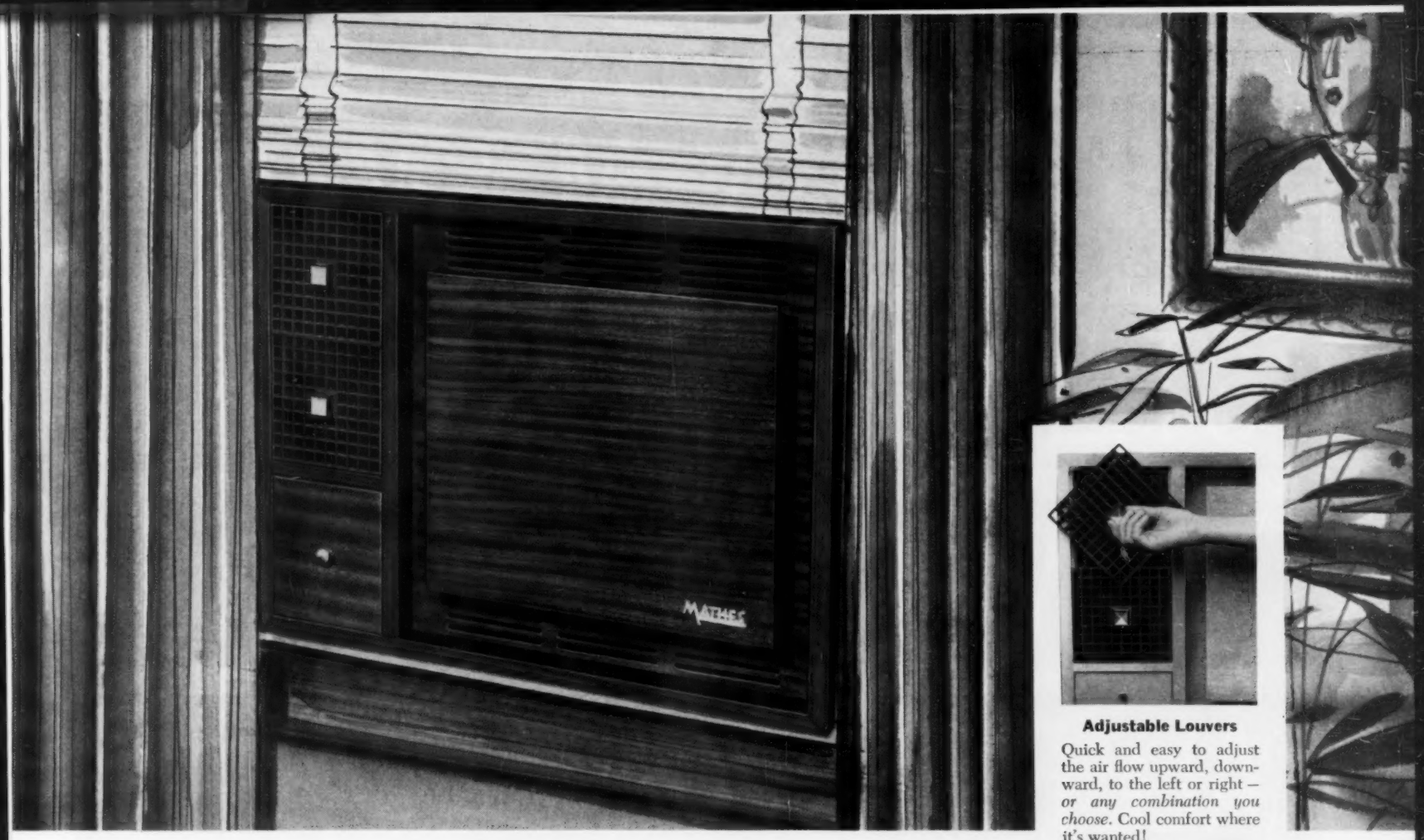
Heavy-Duty Standard
Tropical Finish



Heavy-Duty Custom
Honey Maple Finish



Heavy-Duty Deluxe
Mahogany Finish



Adjustable Louvers

Quick and easy to adjust the air flow upward, downward, to the left or right – *or any combination you choose.* Cool comfort where it's wanted!



Automatic Control

Just set it to the "cool-level" you want. *Automatically* maintains desired coolness for restful days, sleepful nights!



"Slide-In" Housing

Rugged, all-steel construction for strength, rigidity and quietness. Slide-in housing makes installing and servicing easy!

5 *Beautiful finishes in Custom-Styled Hardwood Cabinets...*

MAHOGANY • BLOND OAK • WALNUT • HONEY MAPLE • TROPICAL

let you cash in on the swing to

"THE FINE FURNITURE LOOK"

Home-owners are buying BEAUTY like they've never bought it before! They really go for these elegant MATHES "Decorator's Choice" Room Air Conditioners that are styled like fine furniture! So complementary to any home decor – in perfect harmony with modern or traditional furniture! MATHES has taken the "mechanical look" OUT – put the "fine furniture look" IN – and people love it! (Just ask our distributors – and leading department store appliance buyers in Southern cities, where each year MATHES units often outsell competitive makes as high as 4 to 1.)

Get Full Details At Once . . . **WRITE, WIRE OR PHONE TODAY!**

Here is truly the golden opportunity of the year. Under MATHES' expansion plan, many choice dealer and distributor points are now open. MATHES is on the MOVE . . . and you can cash in on the growing trend toward higher capacities and the fine-furniture look in Room Air Conditioners. Make your move today.

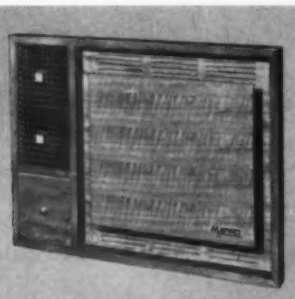
Make it a point to write, wire or phone The MATHES Company, Division of Glen Alden Corporation, 1501 E. Broadway, Fort Worth, Texas (Phone JEfferson 6-5666). Ask for full details on the *Mathes "Make-More-Plan"* . . . You'll Agree It's *The Finest Distributor/Dealer Plan You've Ever Heard Of!*

The MATHES Company • **Division of Glen Alden Corporation** • **1501 E. Broadway, Ft. Worth, Texas**

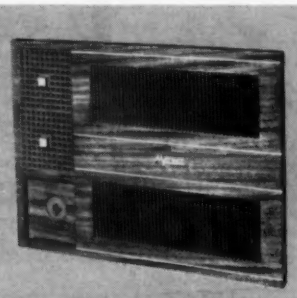
Highest BTU Ratings* in the Industry!

9,000 to 23,500 BTU/hr in 1 to 2½ nominal HP sizes . . . plus 5 Reverse Cycle Heat Pump models having heating capacities ranging from 10,100 to 23,300 BTU/hr.

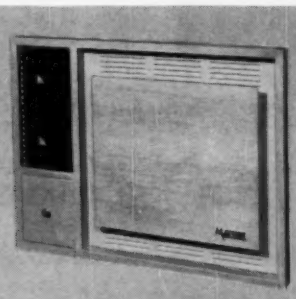
(Rated at ARI standard conditions 110-58)



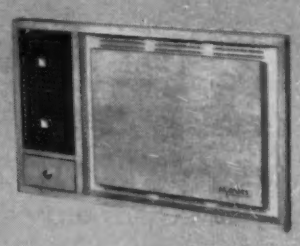
Super Custom Walnut Finish



Super Deluxe Mahogany Finish



Super Custom Blond Oak Finish



Heavy Duty Custom Honey Maple Finish





V-M SMASH

STEREO TAPE LIBRARY

PROMOTION IS BREAKING

ALL RECORDS!



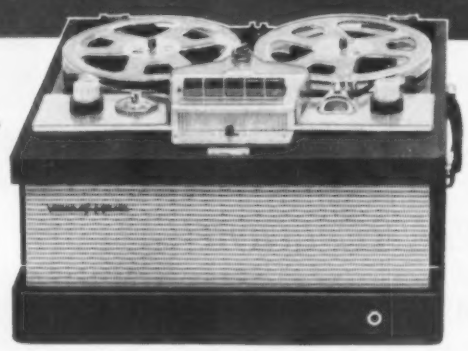


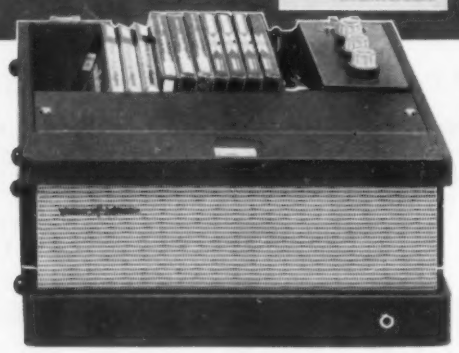
SELL THE COMPLETE HOME STEREO SYSTEMS!

tape-o-matic® Portable Model 714 — Two-tone Gray — just $225 list*



'Celeste' Table Model 750 — Blonde or Mahogany — just $275 list* (Black or Brass legs optional)





TIE-IN V-M's MATCHING AMPLIFIER-SPEAKERS

StereoVoice Model 166 — Same speakers, styling and case to match the tape-o-matic Model 714. Just $75 list*



StereoVoice Model 165 — Same speakers, styling and finish to match the 'Celeste' Model 750. Just $85 list*

It's All New–All Yours to Help Sell All V-M Tape Recorders!

GET ON V-M's SPRING BANDWAGON NOW!

Use the sensational Voice of Music Stereo Tape Library to sell either the magnificent 'Celeste' Table Model 750 or the incomparable Portable Model 714. They play BOTH Stacked AND Staggered stereo tapes . . . record and playback monaurally in flawless high-fidelity.



A DYNAMIC DISPLAY HELPS YOU MERCHANDISE DRAMATICALLY!

Colorful and compelling display is designed expressly to help you promote V-M Tape Recorders. It will be an attention-getting focal point in your showroom!



The Voice of Music Stereo Tape Library.

A GENUINE $40 VALUE AT SUCH A NOMINAL COST YOU CAN ACTUALLY GIVE IT AWAY WITH EVERY V-M TAPE RECORDER YOU SELL!

FOUR distinguished STEREO TAPE ALBUMS! Top stars—Top tunes—symphonic, pops, jazz! 80 minutes of stereo! Beautifully packaged to grace any music library!

**Slightly higher in the West.*

Get Set NOW For Sell-Out Stereo Business. Call Your V-M Distributor For Complete Details TODAY!

the Voice of Music®

V-M CORPORATION • BENTON HARBOR, MICHIGAN • World Famous for the Finest in Tape Recorders, Phonographs and Record Changers

FIRST AUTOMATIC "WRINKLE-FREE" WASHING!



Only the new RCA WHIRLPOOL has a separate, completely automatic Wash 'n Wear Cycle for washing these garments as recommended by fabric manufacturers.

Wash 'n Wears, growing more popular every day, require special washing care that, until now, no washer could give them *automatically*. Now, these fabrics can be washed "wrinkle free" automatically in the 1958 RCA WHIRLPOOL.

Suspension cooling is our secret! In WASH 'N WEAR cycle, after the wash period, wash water is drained and replaced intermittently by cool water. This continues until the water is tempered for properly cooling Wash 'n Wear fabrics exactly as recommended by fabric manufacturers. Thus, Wash 'n Wear garments are: (1) washed at the correct, *warm* temperature that is required to get them *really clean*, and (2) cooled while held in suspension to restore their natural resistance to wrinkling and avoid spin-set wrinkles.

It's automatic, it's exclusive in the RCA WHIRLPOOL for 1958! See your RCA WHIRLPOOL distributor now!

THE STRONGEST SALES STORY IS YOURS WITH THE NEW RCA Whirlpool AUTOMATIC WASHER

with Automatic Fabric Control . . . 2 speeds, 3 cycles . . . money-saving Suds-Miser® . . . built-in Lint Filter . . . 5 wash and 2 rinse temperatures . . . plus many more clean-washing advantages!

RCA WHIRLPOOL Home Appliances
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Newest cooking center



RCA WHIRLPOOL built-in ranges are designed for simple, fast, economical installation . . . and are available for gas or electric operation. You have a choice of several oven models and surface unit models to give complete versatility in kitchen planning. There's a choice of color to enhance the most modern decor, too . . . brushed chrome, copper tone, pink, or yellow for the ovens . . . and brushed chrome, pink, or yellow for the surface units.



everything for MODERN

New decorating flexibility! Now you can have mixed color or solid tone kitchens . . . and change them when desired in seconds from one to another without tools. Select-A-Door cabinets are of steel with snap-on wood doors and drawer fronts in 5 modern colors.





Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

for modern kitchens...

1958 RCA WHIRLPOOL built-in gas and electric ranges offer exclusive, automatic cooking conveniences never before available in built-ins!

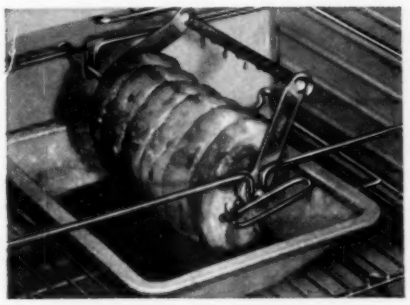
Now, in addition to the most modern design, these new RCA WHIRLPOOL built-in ovens and surface units have buy-appeal beyond compare! Complete with the newest features, they're the perfect answer to every woman's wish for truly automatic cooking.

For time-saving convenience there's nothing to beat the exclusive, automatic Roto-Baste, Meat Probe, and "2-Set" clock timer.

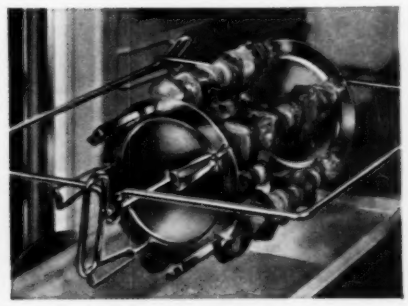
For creating new and unusual dishes there's the new automatic Ka-Bob, rotisserie, and radiant-heat barbecuing.

And, for perfect surface cooking every homemaker will appreciate the full range infinite-heat controls, the flash-heat electric range unit, and the thermostatically controlled unit.

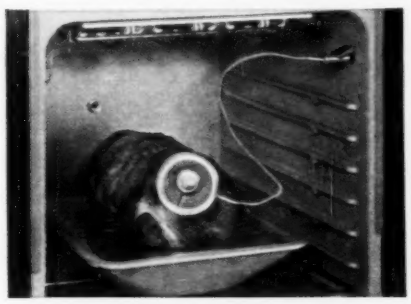
All these, and many more outstanding features, will make RCA WHIRLPOOL built-in ovens and surface units first choice with homemakers in 1958. That's why you'll find more and more modern kitchens equipped with the newest and finest ovens and surface units . . . RCA WHIRLPOOL!



New exclusive Roto-Baste automatically scoops up juices and spreads them evenly over meat.



New automatic Ka-Bob cooks 5 skewers of delicious shish-kabobs on all sides automatically.



Built-in automatic Meat Probe watches doneness of meat ... makes roasting super-accurate.



Thermostatically-controlled surface cooking ends pan-watching, scorching, boilovers.

KITCHENS with one brand name RCA Whirlpool

The complete RCA WHIRLPOOL line includes built-in and free-standing appliances in gas and electric models plus standard wall, base, and specialty cabinets. Each product is engineered for easy, fast, economical installation. All are available from one supplier who is ready to give you expert planning assistance, merchandising aid, and fast delivery. And, you'll install products with one brand name, nationally known for quality performance and wanted for dependable service . . . RCA WHIRLPOOL!

RCA WHIRLPOOL Home Appliances
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Kitchen Division
Whirlpool Corporation, St. Joseph, Michigan

Please send me complete information about RCA WHIRLPOOL kitchens and the complete line of appliances.

NAME_____ TITLE_____

FIRM NAME_____

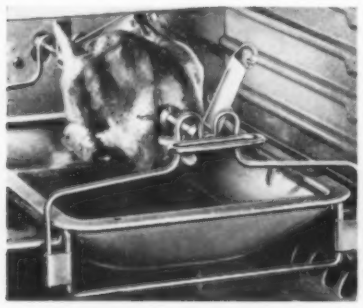
FIRM ADDRESS_____

CITY_____ ZONE_____ STATE_____

(EM5)

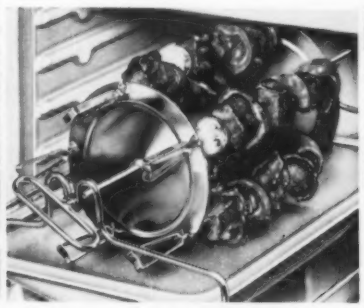
For the package deal at a package price . . . it's RCA WHIRLPOOL!

USE THESE FEATURES



ROTO-BASTE

Exclusive in an RCA WHIRLPOOL, it automatically spreads gravy over meat with every turn of the rotisserie.



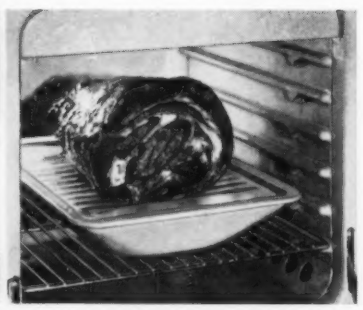
KA-BOB

A taste tempter that's excellent for demonstration, it cooks five skewers of shish-kabobs to perfection.



GRID-ALL

Designed for perfect, greasless grilling, this feature helps sell the convenience of modern range cooking.



BAR-B-KEWER

New taste treats with low, radiant-heat cooking that gives meats that delicious barbecue flavor.

PLUS THIS BRAND NAME

RCA Whirlpool

TO SELL MORE GAS RANGES

Now...you have a new, powerful "combination" to help increase sales!

This exciting, new gas range line for '58 has more features than ever before . . . new exclusives . . . more quality . . . more beauty . . . more value. And, its biggest feature is the brand name . . . RCA WHIRLPOOL, *nationally* known for high quality, reasonably priced . . . for beauty and advanced design . . . for dependable performance! It's a "perfect combination" of quality product and quality brand name — that will enable you to tell a *real* sales story on gas ranges to more people, more quickly, more potently. Try 'em, see for yourself the sales power in the new '58 line of RCA WHIRLPOOL *gas* ranges!



RCA WHIRLPOOL Home Appliances
Products of
WHIRLPOOL CORPORATION
St. Joseph, Michigan

SEE YOUR
RCA WHIRLPOOL DISTRIBUTOR
for complete details

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

There's nothing so powerful as an idea!





Better Homes & Gardens' editors are an ingenious group. They have a marvelous talent for discovering just *what* new ideas will interest their home-and-family-centered readers most. And a talent for presenting those ideas in the most stimulating and helpful way.

The idea of *cooking outdoors* has caught on all over the country in big homes and little ones, with BH&G fanning the flames in page after page of editorial excitement. And along with the idea, a whole new market for everything from outdoor grills to barbecue sauces has been born.

The folks who read Better Homes & Gardens—men and women and their teen-age youngsters, too—get worked up about the ideas they see in BH&G. The more they see and read, the more they *do* and the more they *buy*. For advertisers, the atmosphere in BH&G is unique among all major media. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

1/3 of America reads BH&G the family idea magazine

4,500,000 COPIES MONTHLY



A. ILLUMINATED SIGN-A-RAMA. Visible for blocks. Brightly lit with six flashing lamps. Double-faced, large—48″ by 24″—gives top identification to your store or shop. Mounting hardware is included.

B. ILLUMINATED SPECIAL-MESSAGE SIGN. Carries your name, or tells any brief message you select. Ideal for windows or interiors. 37″ by 14″. Uses two 30-watt bulbs. Kit of letters and numerals is included.

C. DISPLAY BACKDROP. Arrange this handy back-up display to meet your advertising needs. Material is flexible, can be curved or will mount flat. For window trim, walls, or counter fronts. Two 36″ x 24″ designs per strip.

D. GIANT TUBE CARTON. Eye-arresting... indicates the quality components you install and sell.

E. DOOR, WINDOW DECAL. Neat, attractive, new dry-apply type. 12″ diameter.

GENERAL ELECTRIC'S COLOR-KEYED SHOP SIGNS!

Color-keyed to the G-E tube carton—symbol of quality!



Here is your chance to give your shop-front and windows eye-appeal with "sell". Colors of all eleven new General Electric signs and displays match handsomely the famous G-E tube carton. Quality appearance is keyed to high quality of product—a message every passerby is sure to read.

Attractive and modern, General Electric's color-keyed signs and displays also stand for leadership. They identify your shop as a source for television repairwork done to professional standards, backed by up-to-the-minute facilities.

All your display needs are met by smart new G-E designs—from an eye-catching, easy-to-apply door or window decal, to metal and illuminated outdoor and indoor signs...plus colorful utility items like the electric clock and thermometer.

These brand-new signs and displays are waiting for you *now* at your General Electric tube distributor's. Ask him how to obtain them! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

◀ **SERVICE CLOTHING,** smartly styled, also is available. Garments are color-keyed to new G-E signs and displays—give that professional look. Durable, launder easily.

◀ **SERVICE CASES** in three useful sizes—small, medium, and large—match color-theme of General Electric displays. Now you can carry with you neatly, compactly, everything you need for making home service calls!

Progress Is Our Most Important Product

GENERAL ELECTRIC

11-11-102



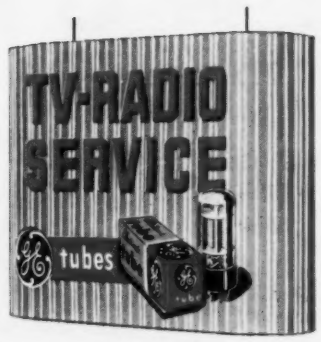
METAL FLANGE SIGN. A display workhorse. Double-faced. Mount it anywhere! Compact—15″ by 12″—handy for building corners, delivery entrances, and other side locations.



ILLUMINATED CLOCK, electric. Both useful and advertises your business. Easily read—16″ diameter—with long-life bulbs. Hang on a wall, or mount on a counter (easel is provided).



HANGING METAL SIGN. For shop front or service entrance. Message both sides, plus your nameplate. Large—48″ by 36″—easily seen. Hanging hardware is included; lights are available.



COUNTER-WALL-WINDOW SIGN. Illuminated. Use it anywhere in your shop! Wrap-around cover has the attractive display on both sides. 15″ by 11½″ by 5″.



OUTDOOR-INDOOR THERMOMETER. Tells temperature accurately. Every viewer will see your advertising message. Replaceable front. 12″ diameter.

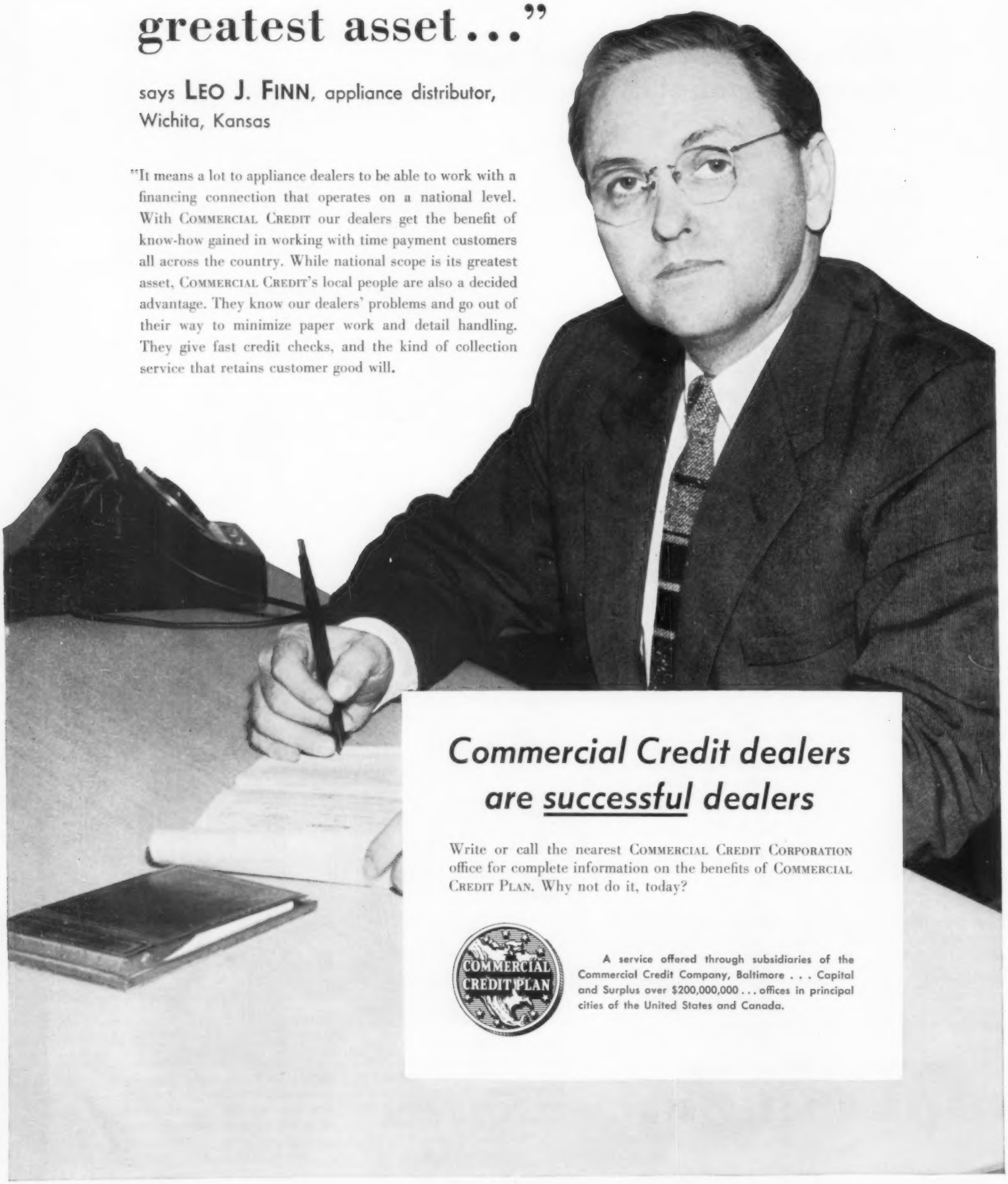


METAL TACK-ON SIGN. Narrow, smart dimensions—14″ by 42″. Fasten against building, or mount as a free-standing display.

"...national scope is its greatest asset..."

says **LEO J. FINN**, appliance distributor, Wichita, Kansas

"It means a lot to appliance dealers to be able to work with a financing connection that operates on a national level. With COMMERCIAL CREDIT our dealers get the benefit of know-how gained in working with time payment customers all across the country. While national scope is its greatest asset, COMMERCIAL CREDIT's local people are also a decided advantage. They know our dealers' problems and go out of their way to minimize paper work and detail handling. They give fast credit checks, and the kind of collection service that retains customer good will.



Commercial Credit dealers are successful dealers

Write or call the nearest COMMERCIAL CREDIT CORPORATION office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it, today?

COMMERCIAL CREDIT PLAN

A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over $200,000,000 . . . offices in principal cities of the United States and Canada.

Electrical
Merchandising

VOL. 90 MAY, 1958

BUY IT NOW
SELL IT NOW!

editorial

Manufacturers, distributors and dealers in the appliance-radio-TV industries know that their business has been depressed for some time. True, residential housing and the automotive industry have been having their share of troubles, but our own have lasted even longer.

Curiously, most of the appliance industry's present troubles are psychological; they stem largely from the unwillingness of consumers to commit themselves to deferrable expenditures at a time when an aura of economic uncertainty prevails.

The underlying causes of the present recession may be blamed on a number of factors – some beyond our control and some, perhaps, of our own making. The economists will point to industry spending less on new plants and equipment, and living off current inventories. They will cite early government cutbacks in spending for defense and the tight money policies of the Federal Reserve Board. In our own industry, we know that we sold a terrific volume of goods in the post-war period and that the rate of new home building slumped in the last couple of years. With housing and automobile production both off, layoffs in employment occurred in many strategic areas. All of these factors, certainly, have been given maximum publicity. And the net result has been to solidify the consumer's feeling that all is not well, and that "Let's wait and see" might not be a bad idea.

Yet, from the standpoint of their own pocketbooks and their own self-interest, the public are picking the worst possible time to avoid buying the things they need. It is precisely when goods are in over-abundant supply, when competition has forced prices down to almost profitless levels for the retailer and when generous credit terms are available, that the consumer is truly in the driver's seat. Dealers should be telling their prospects "You never had it so good!", instead of apologizing for trying to sell them. Bargains exist today that may be gone tomorrow; prices can't go much lower. It's like buying stocks when the market is down instead of trying to clamber aboard when shares are spiralling upwards.

FROM THE DEALER'S STANDPOINT, LET'S LOOK AT THESE FACTS:

1. Employment. Even with 5.2-million-odd idle, employment is still at close to peak levels and the rate of unemployment, as of March, shows signs of decreasing. For instance, as of March 1957, total employment was 63.9-million, the highest on record, whereas March 1958 saw only 1.6-million less. There are always two or three million people between jobs, seasonally out of work, or unemployable. Think in terms, therefore, of 62.3-million with jobs, not 5.2-million without them.

2. Disposable income is at the highest level in history – $299.3-billion annual rate in first quarter 1958 – up 1.1 percent from a year ago. That's over $5,000 per family after taxes.

3. Liquid savings in the hands of consumers today are estimated to be in excess of $320-billion; almost $20-billion is in cash. We've got to pry them loose from that idle cash.

4. Total consumer installment debt – that means autos, mortgages, appliances, etc. – is dropping fast. It amounts to a current total of $33.3-billion; in our own industry, only $363-million is on appliances-radio-TV nationally. In other words, people are paying off their old installment indebtedness faster than they are acquiring new debts. This may be hurting business now, but it is building up an enormous stimulus for new business soon.

5. People are currently scared of buying on long-term credit. They are paying cash or settling on 90-day terms. Traditionally, about two-thirds of our business involves installment buying. So we must revive confidence in long-term credit buying.

6. The government is pouring new billions into the economy – through stepped-up defense spending, easing of credit, public works, road building and housing, and even projected easing of income taxes. All these measures should cut unemployment, put more money in people's pockets and stimulate buying.

Now, what do all these things mean? In essence, they mean that consumer confidence has a good chance of being restored; that a climate of economic well-being is created; that deferred buying decisions may be activated and that our industry could be well on the way to, not only recovery, but new volume records.

BUT WE'VE GOT TO DO OUR PART.

We've got to make an extra effort if we are going to make a contribution to ending the recession. Significant campaigns are already under way to urge consumers to "Buy It Now!" Car sales jumped in Cleveland when the industry and the community got behind a slogan – "You Auto Buy Now!" Such drives are spreading like wildfire and there is no earthly reason why our industry should not capitalize on one of our own to get people buying our products again.

However, let's get one thing straight: You can't just exhort people to "Buy It Now" without a corollary effort to "Sell It Now". The dealer who buys hand to mouth and has insufficient stock, or inadequate display, is only paying lip service to the potentials of a dynamic sales effort. Furthermore, he is compounding the problems of his partners – the manufacturers and distributors of the lines he sells. And if he does not make a real effort to "Sell It Now", he is contributing to the slowdown in business which depends largely on consumer buying to create jobs and stem the recession.

Electrical Merchandising believes in a "Buy It Now" campaign and the following pages spell out our reasons and list suggestions for an effective "Sell It Now" program. Even the cover of this issue was designed for use in the dealer's store or window. It can be cut into strips and displayed in the store or window.

Our industry has always been famous for selling – let's prove we're still the best! Turn the page for more ideas . . .

LAURENCE WRAY • EDITOR

more ▸

BUY IT NOW
SELL IT NOW

No matter what you've heard or read about a recession, the fact is that **YOU CAN SELL IT NOW AND HERE'S WHY...**

To begin with, the market is bigger today . . . it will be bigger tomorrow . . . and even bigger the day after that.

FACT 1

If you study this page for only five minutes . . . and you should spend more time than that . . . the market will be bigger by 28 people. Tomorrow at this time the population will have grown by 8,200 people. And during this year alone our population will increase by three million.

FACT 2

As an appliance dealer, however, you're undoubtedly more interested in households than in people as individuals . . . after all it's the household which provides the market for the majority of the goods you sell. There's good news here too. In 1958 over 1.2 million new households will be formed. Break that down into bite size and it comes out like this: 3,288 a day . . . 137 an hour . . . and eleven in the five minutes you spend in reading this through the first time.

FACT 3

About 1.1 million housing starts will be made this year. That's 10 percent more than last year. And new homes are a prime market for the products you sell.

So it's obvious that the economy is still growing. But what's even more important to you, the appliance-radio-TV business is a growth industry in this growing economy.

FACT 4

On many of the products you sell the market is growing faster than you can sell it. In 1946, for instance, 29 million wired homes were without dishwashers. Between 1946 and 1958 the industry sold more than 2.6 million dishwashers. But today's unsold market is 46 million homes . . . a gain of 16.7 million prospects. The same holds true of electric ranges, dryers, air conditioners and dozens of other products.

FACT 5

Even with the so-called "saturated" products there's a wide-open market. To be sure, more than 97 percent of homes already have refrigerators. But perhaps as many as 7 million of these are over 15 years old . . . and more than 5.5 million are between 10 and 14 years old. Or consider television. Millions of old, small screen sets are still in use. For example, Americans today own 3.7 million sets (exclusive of portables) with screens of 15 inches or smaller. And for many products saturation doesn't mean a thing because there's more and more need for two or even more in a home. Air conditioners, radios, TV sets and many other products aren't being sold on a one per home basis anymore.

FACT 6

In other words, you're always selling something new . . . something better. It may be a brand new product like tape recorders or stereophonic sound. Or it may be a substantially improved version of a long-familiar product . . . like automatic defrosting refrigerators, electronic ovens, combination washers. Whatever the case, today's products offer more utility and efficiency . . . in short, they're better values for your customers.

But the size of the market today is only half the story. Equally important is the realization that *your customers have the money* to buy the products you're selling.

FACT 7

Disposable income (after taxes), for example, will increase by $1.5 billion this year . . . and it's already at a record level of nearly 301 billions.

FACT 8

The employment picture is brightening. Don't focus only on unemployment figures . . . look at the other side of the picture. You'll find that employment in March rose by over 300,000. Unemployment rose, too . . . but at a much slower pace than it had been. Let the economists debate the significance of these statistics. All you have to remember is that more people are working today than were working yesterday.

FACT 9

Installment buying has been dropping in recent months . . . and you'll find that banks and sales finance companies are anxious to reverse that trend. Customers are paying off their installment debts . . . that leaves them in an "open to buy" position.

FACT 10

Customers have ready cash. Savings accounts have been growing in recent months . . . and they were already at an all time high at the first of the year.

With a market that big and with that much money available, there's no doubt that

YOU CAN SELL IT NOW

AND HERE'S HOW...

. . . First, to flush out prospects, try these 25 proven sales techniques

1. Start *canvassing* again . . . it still works
2. Try *telephone* canvassing
3. *Hire* more sales people—more are available now
4. Stress *credit* sales
5. Offer *deferred down payments*
6. Put up *displays in banks* to stimulate installment buying
7. Follow up on paid up *credit accounts*—get the customer to reopen the account
8. Stay open *nights*
9. Offer special *trade-in* values
10. Try selling on a *meter plan*
11. Put on product *demonstrations* wherever you can
12. Offer *home demos*
13. Provide *live demos* in the store
14. Run a month's sales *contest* for your salesmen
15. Get contest *prizes* from your distributor
16. Step up *advertising* . . . stress value in your ads
17. Offer *premiums* to prospects
18. *Use the user*—offer premiums for leads
19. Offer *service check-ups* to uncover new prospects
20. *Tie-in* with manufacturer sales activities
21. Cooperate in local *"buy it now"* drives
22. Ask your *distributor and utility for help* in such a campaign
23. Get local *publicity* on what you're doing
24. Use *Electrical Merchandising's cover* in your window—if you want extra copies, see offer on this page
25. Above all, *be optimistic*

. . . And once you have a prospect, use arguments like these to Sell Him *Now*

1. **Stress price — but not just cut price.** Boast a little about the way in which prices of the products you sell have resisted the inflationary movements in the economy as a whole. TV sets today are cheaper than they were five years ago. In 1922 it took a worker 24 weekly paychecks to purchase a refrigerator. Today's bigger, better refrigerator costs him only 4.4 week's work. Compare the way automotive prices have shot up with the way in which automatic washer prices have come down. And don't be afraid to warn the customer that prices are more likely to go up than come down.

2. **Stress value — not in terms of money but in terms of convenience and efficiency.** Romance the product a little. Compare the time-saving features of today's automatic appliances with the products the customer now owns. Show her how much more time she'll have at her disposal with a new product. Talk efficiency in terms of money saved in operating the product and in terms of speed.

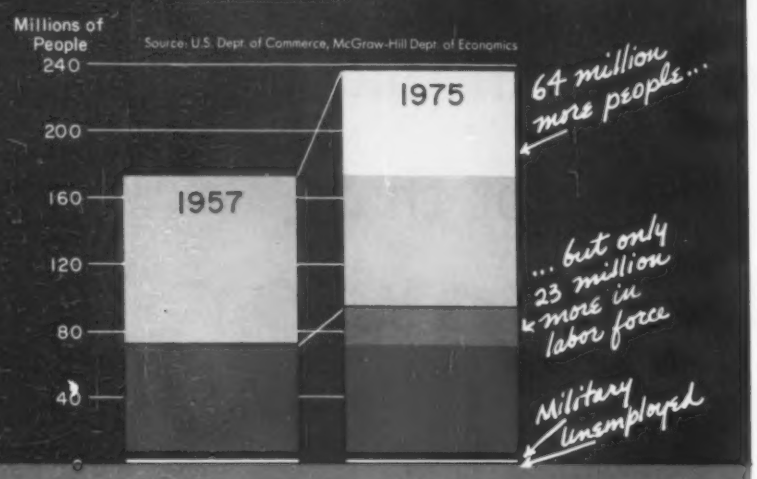
3. **Stress terms.** People are liquidating their debts and they're in a position to buy more on installment. Use the figures in this special section to build your customer's confidence in the future . . . once that's done you'll have gone a long way toward convincing the customer that it's a good idea to buy on time.

4. **Don't be afraid to be patriotic.** Not everyone will respond to a pitch along these lines – but a surprising number will. Show them how they can use the appliance and then tell them how buying it now will contribute to restoring confidence in our economy – at a time when the tensions of international relations demands that this country be at its strongest. Tell the customer that a refrigerator represents over two weeks of labor by a factory worker . . . a toaster two days work. Tell them how the President has urged everyone to contribute to a business recovery by buying now.

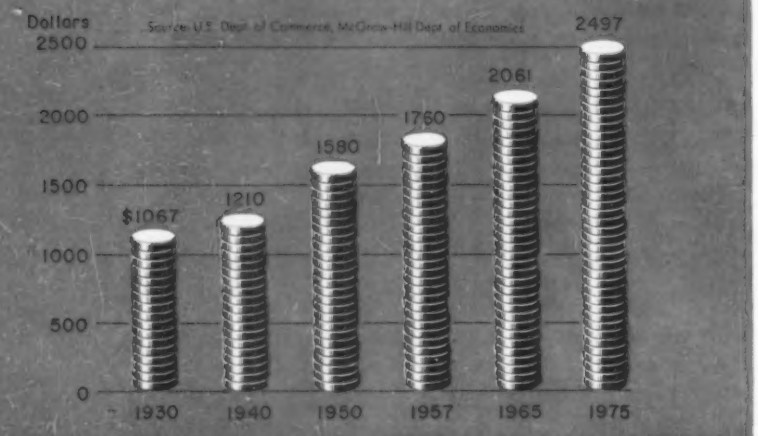
This month's striking cover was designed especially for use in your store. And this cover is more than just handsome – it's versatile, too. In its present form it makes a dramatic poster or counter card. Or, cut it in strips and use them as window streamers. You can even (perish the thought) cut our nameplate off the top. And, if you want extras, just write ELECTRICAL MERCHANDISING, 330 W. 42nd St., New York 36, N. Y. There's no charge

more▸

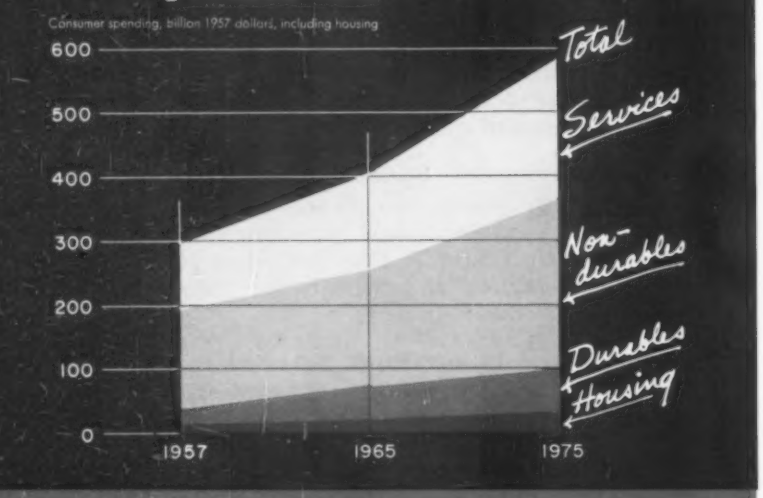
By 1975 the country's population will have jumped 64 million . . .



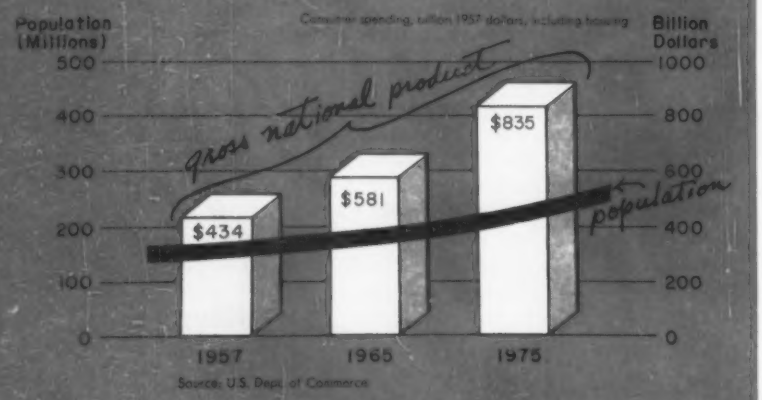
Each of whom will have more money to spend . . .



On a steadily expanding variety of housing, goods and services.



All in all it adds up to a continuation of the growth trend of recent years.



THE APPLIANCE MARKET . . .

BIGGER AND

Suffering from "economic myopia"? That's what you get when you take a near-sighted view of the economy and pay attention only to short-term fluctuations in business. The best cure: take a good look at the country's awe-inspiring potential for future growth

THE current downturn in business is only a dent in the long term growth trend of our economy. The American economy will continue to grow in the future as it has in the past and for the appliance dealer, as well as other businessmen, the trend is toward a vast new market and a whole array of new products.

How much our economy will grow by 1975 will depend on the size of the market to be served, on the labor force available, and perhaps most important—on the resources and skills that the labor force can put to work. In other words, it will depend largely on the output per man.

Population is one of the keys—for it will provide the gauge to measure how many consumers there will be and how much it will take to supply them.

At the end of 1957 there were 172.6 million people in the United States. In the past 10 years our population has increased at a rapid rate and it will continue to grow considerably—with total population reaching over 235 million by 1975.

The labor force will grow too, from 71 million last year to 94 million in 1975.

Of equal importance is how much this labor force can produce and how many hours it takes. In the past, weekly hours of labor have dropped steadily and the amount of goods produced has increased. This has resulted in a higher and higher standard of living and ever-increasing leisure time.

If we continue to produce more with fewer hours and with a larger labor force, we can expect that our economy, which produced $434 billion worth of goods and services in 1957, will grow to $581 billion in 1965 and $835 billion in 1975.

But the story of the American economy in 1975 will be more than a matter of how many dollars worth of goods are produced. Historically, one of the main reasons for the continued growth of the American economy has been the rapid change of technology.

The pace of technological developments will quicken in the future. Industry is spending more and more on research and development. In 1957 the dollar volume of

BUY IT NOW
SELL IT NOW

BIGGER AND BIGGER

By the McGraw Hill Department of Economics

research and development performed by industry totaled $7.3 billion—almost double what was spent 5 years ago. In addition the government, universities and foundations spent another $3 billion in 1957. By 1960 it is expected that total spending by industry and government for research and development will reach $15 billion. The result will be the creation of many new products, and even new industries.

It is still too early to say how the great upsurge of research and development will be reflected in specific industrial products. Research on the present scale is something new for any economy. Many companies have only begun to explore its possibilities.

Sales of new products will double between 1955 and 1960 and triple in the 10 years 1955-65. By 1960 new products will account for 15% or more of the total sales of the chemical, electrical, machinery and transportation equipment industries.

The greatest impact of these new products will be felt in the mid 1960's—reflecting the stepped up research spending of the 1950's. And the effects will spread through every field.

All these technological changes will create a higher demand for capital goods. Spending for new plants and equipment will be greater than in an economy that was simply producing the same goods by the same methods.

To keep pace with the growth indicated for population and total national output, industry will have to double its manufacturing capacity by 1975.

The opportunities that lie ahead for consumer goods industries are even greater than those for capital goods. As our national output increases, a larger and larger proportion can go for raising the standard of living—for consumer durables, housing and home improvements and for travel and recreation.

The average consumer of the 1970's will have a lot more money to spend than in the 1950's. By 1975 per capita income may rise over 40% from the 1957 level. (This is income measured in constant prices.) And most of the gains will occur as people from the lower income brackets move up to the middle incomes.

More people with higher incomes means spectacular growth in total consumer spending. Consumer expenditures (in 1957 prices) may increase from $295 billion in 1957 to $401 billion in 1965 and to $585 in 1975. But not only will consumers be getting more income, they will also have more leisure time. And this in turn will raise the demand for consumer goods.

The greatest improvement in the American standard of living between now and 1975 is likely to be in housing standards. Mass production methods will hold costs down. And higher incomes will lead to a demand for higher quality.

Many people will own two houses; the second may be a prefabricated cabin or cottage in a resort area.

The increase in homebuilding and home renovation will greatly expand the market for electrical appliances. By 1975 most new homes will be completely air conditioned the year 'round and electrically heated in the winter. The electric heat pump and electric resistance heating will have widespread use. New homes will include more of the appliances that save work for the housewife—automatic washers, dryers, dishwashers, waste disposal units and other appliances not yet invented.

It's hard to tell which electric appliances will show the strongest growth over such a long period, for obsolescence takes place quickly in this industry. But sales figures are likely to double and triple for many products. The increasing appliance load, moreover, will necessitate rewiring many homes.

The great increase in leisure time which will occur during the next two decades opens up a potential market for a wide variety of products and services. It is impossible to tell just how people will choose to spend their leisure. The biggest gainer in recent years has been the television industry. And such entertainment in the home—undoubtedly with improved communication devices—may well continue to take up a large part of the increase in leisure time. On the other hand, it is equally easy to visualize a trend toward more public amusements, outdoor sports and games. In addition, sales of products aimed at the "fix-up" or "do-it-yourself" market appear to have rapid growth ahead.

Along with the growing demands for consumer items and capital goods, there will also be many new demands for public services. And public construction is necessary to meet them. As people begin to spend more time outdoors, they will want more air and light in the cities. This means urban rebuilding. The growing population will require more and more community services—schools, hospitals, water supplies and sewage disposal systems. Greatest of all is the need for highways. To accommodate the steady increase in traffic, our expenditures on streets and highways must triple long before 1975—to carry the load with more convenience and safety.

In total, it adds up to a tremendous growth potential for the American economy as a whole. But these are potentials for an 18 year period. In the interim business in general and in individual industries will continue to have ups and downs rather than move in a straight line. The extent of the ups and downs will depend on how government, business and labor control themselves during this period. Nor is growth automatic. Short-range planning is essential to competing and staying in business long enough for development of the longer-range potentials.

But assuming we will be spared the total destruction of an atomic war, the growth outlined here is sure to come. Research and technology are moving forward at a speed which has not been matched in any country at any time and will carry our economy to new heights.

MORE ▸

BUY IT NOW
SELL IT NOW

Right at this moment, all across the country, manufacturers, distributors and dealers are proving that, with the proper encouragement, consumers will **BUY IT NOW**

"I believe . . . that the upturn in our economy will be the result of millions of citizens making their purchases, having greater confidence."

PRESIDENT DWIGHT D. EISENHOWER
Press Conference, March 5, 1958
Washington, D. C.

THE appliance industry has lost little time in acting on the President's suggestion. In company after company executives have set promotional plans in work designed to stimulate consumer buying. And in city after city local groups – often spearheaded by retailers – have sprung into action to convince the public that they should Buy It Now.

Here's what's happening:

Hotpoint Says "O.K., Ike!"

Hotpoint was one of the first to capitalize on the President's suggestion. The firm quickly broke spreads in Chicago papers headlined "O.K., Ike, Hotpoint dealers will do their part." The move fired distributor and dealer imaginations almost at once.

HASCO Chicago's business leaped above a quarter of a million dollars the week following the ads. The performance bettered any week this year, or even last.

Particularly attractive to dealers was Hotpoint's three-point protected buying plan. Features included:

- **No down payment on a new purchase when a trade-in is involved.**
- **No payments in cash for 90 days.**
- **A quarter-year, no-pay grace period.**

In a matter of weeks Hotpoint realized it had a giant by the nose. The ad was repeated in Chicago. Meanwhile President Sharp, John McDaniel and other executives burned up the wires to distributors, extending the "O.K., Ike" program to national proportions.

In Kansas City "Business Is Good"

Prime movers in the Kansas City campaign were the Electric Association, the Home Builders Association and auto dealers. "Buy It Now" was the accepted emblem and wide dissemination of the idea was urged via mass communications media, civic groups, speakers bureaus, store displays, milk bottle caps, postage meter slugs, proclamations by the mayor and so on.

Norge Urges "Buy It Now"

The Norge division of Borg-Warner, in the midst of a "Clean Sweep" dealer promotion, reached out to embrace the "Buy It Now" theme. This slogan is in all promotion material which Norge is feeding its dealers through about 30 distributors.

Maytag Uses "Spring Air"

At Maytag a "Spring Air" program was designed to prod sales with solid selling. The firm is providing top hats, string ties, and calliope music to augment special display and promotional material.

Davega Talks Prosperity

In New York, Davega seized the initiative by planning a 30-day promotion labeled "Buy Your Way to Prosperity." In an invitation to Davega suppliers to make special offerings available during a major sales campaign, H. M. Stein, president of the 28-store chain, pointed out that his firm was prepared to place the largest order in its history, or "an extra million dollars above normal orders" to start with. Stein's request of suppliers was for special values to offer consumers. Davega, he made apparent, was ready to adopt a no-down payment policy, similar to the one in Hotpoint's "O.K., Ike" campaign.

Of close to 80 suppliers in immediate touch with Stein, practically all evidenced their approval by action, and the Davega president indicated additional suppliers wrote or wired their support.

Ad Council Talks Confidence

In a separate campaign, the Advertising Council launched a "Confidence in a Growing America" program to run through the summer. It offered nine different ads to 9500 daily and weekly newspapers; about 215 magazines received special ads. Car cards, bulletins and similar promotional items were included in the program. Though distinct from any "Buy It Now" activity and more long range in scope, it still reflected the same basic approach.

Car Makers Say "You Auto Buy Now"

While the appliance-TV industry is swinging into promotions like these, the automobile industry is entering a second cycle of similar activity.

The Cleveland Auto Dealers Association and the Chamber of Commerce wound up an optimistic salesmanship campaign March 1, even before President Eisenhower's press conference remarks. With the slogan "Keep Cleveland business healthy – you auto buy now," it got dealers to spend $250,000 in advertising and radio and TV stations to donate $50,000 of spot time.

Auto sales shot up so significantly during this early campaign that Cleveland scheduled a repeat. This time the Chamber of Commerce, the Home Builders, the Retail Merchants Association, and the Electric League joined in a city-wide "Buy It Now" campaign.

Kansas City, Newark, Detroit

Meanwhile Kansas City took a leaf from Cleveland's book. And cities as distant as Newark, N. J. latched onto the same theme. Figures vary on the number of cities where auto dealers have launched their own "Buy It Now" campaigns. But at least 22 had set definite dates by May 1.

Recently Detroit's "Auto Buy Days" proved a "tremendous success" with "wonderful psychological impact." Used car business increased by 50 and 60 percent for some dealers. And sales increased over the previous week by 61 percent in new cars and 31 percent in used cars.

The response among auto dealers clearly indicates how the "Buy It Now" theme has begun feeding on its own momentum. With activity in the appliance-TV field rapidly building, comparable sales trends seem in the making. Its vitality is limited only by the vigor and imagination appliance-TV dealers pour into "Buy It Now" in whatever form it crops up in local communities.

Color TV Takes on a New Sparkle

It's still a youngster compared to the full-grown black-and-white industry

And, like any youngster, color still has its growing pains: no one is sure just what it will look like when it reaches maturity—or when that will happen

To more and more people, however, questions like that aren't really important. What does matter is that color as it exists today is providing sizeable volume—and promises to keep getting bigger month after month

Here, compiled especially for the people who sell—or will soon be selling—this new product, is a record of color's encouraging growth.

by **JOHN RICHARDS**

COLOR TAKES ON A NEW SPARKLE CONTINUED

In Manufacturing and Broadcasting RCA Still Dominates the Picture . . . But It May Have Company Soon

IS 1958 the big year for a color-TV breakthrough?

The answer has to be "maybe." Market exposure, wider industry participation, and more programming seem to be the determining factors.

But color seems to have taken on new gloss and new dazzle among merchants across the land. RCA Victor now has over 9,500 color-TV dealers, and reports a 50 percent leap in sales for early this year over the same period in 1957.

ELECTRICAL MERCHANDISING's Ken Warner reports the Milwaukee splash last May is really paying off, citing big and little dealers in small towns and big cities really sinking their teeth into color selling. From the Far West, EM's Howard Emerson emphasizes that video tape recording is making color available to the customer audience at more favorable viewing hours. In the South, EM's Bill McGuire notes a pickup in activity, greater confidence in product and its future, and considerable movement at retail.

To a man McGuire, Emerson, and Warner single inadequate programming as the greatest single drawback, demos (either in-store or in the home) as the best merchandising tool in selling color today.

Slow Evolution

Exuberant predictions about color's major breakthrough have yielded to a saner merchandising view. That is that color is gaining momentum through an evolutionary process. Best estimates place the number of sets produced at 300,000, those in use at 200,000.

RCA Victor continues to romp with the color ball. But there is evidence Westinghouse intends to move along aggressively this year. And such makers as Motorola, Emerson, Admiral, Sylvania, Philco, DuMont, and General Electric have been quietly perfecting their production line skills against the day when for them color becomes commercial.

William E. Boss, color coordinator for RCA, already sees good progress toward overcoming stumbling blocks to color.

"As late as the summer of 1957," says Boss, "there was considerable dealer and service apathy, and a lack of industry participation, of programming, and of exposure. This year there are signs some of these problems are shrinking."

Boss himself looks for a clear-cut breakthrough for color, even considering its current evolutionary march, in 1958. And the two factors he feels may precipitate it are increased programming and industry participation.

In the light of this, here is what the color-TV situation is today in the following vital areas: 1) industry participation; 2) service; 3) programming; 4) exposure; and 5) tube development.

Industry Participation

RCA's expenditure on color-TV, including all research and development, service activity, broadcasting facilities, and NBC programming, has now passed the $100 million mark. The firm looks to breakeven in 1958, to make a profit in 1959. To that end, it continues to bank on its 21-inch, all-glass, three-gun tube. For the forseeable future it sees no other tube displacing this commercially-acceptable one. Research and experimentation on color picture tubes, however, go on. In the meantime outlays are being made on the national advertising, distributor merchandising, and programming fronts.

A decision by Westinghouse to produce more color sets this year, possibly as

The Industry Has Overcome Some of Its Original Problems

BIGGER PICTURES were among first demands made of industry when color became a commercial reality. From 10-inch tubes in original set industry jumped almost overnight to 21-inch tubes coming off RCA production line in Lancaster, Pa.



LOWER PRICES ON IMPROVED set was a second demand voiced by industry in early days of color. RCA is so confident of performance of its current 800 series that it compares it to old 630 chassis in black and white.



many as 18,000 providing mass demand spurts, represents a new emphasis by that firm. According to Edward J. Kelly, radio-television division manager, these sets will use the Westinghouse 22-inch rectangular tube. Firms like Admiral, Motorola, Sylvania, Philco, Emerson, G-E, Magnovox, DuMont, and Hoffmann are in limited production.

Color Servicing

Once a real bugaboo, color-TV servicing has dwindled as a sales deterrent. President E. C. Cahill of the RCA Service Co. reports that since 1954 over 1500 service clinics on color-TV have been held. Some 118,146 service technicians attended.

A further stabilizing factor has been the improved color chassis. Boss reports that "the 800 chassis will be to color what the 630 chassis was to black and white." RCA regards servicing of the 800's as no more complex than servicing B & W sets.

G-E has similarly laid heavy stress on clinics, and Emerson, Motorola, Admiral and others insist that trained personnel follow-up every color sale.

Color Programming

NBC increased its programming in the fall of 1957 over 1956 by 67 percent. In March of this year network programming ran to some 51½ hours, a jump of four hours over February. Over at CBS the average is running at 5½ hours a month. Dealers across the country clamor that this is not enough.

RCA's Boss concedes there is a definite need for additional programming, but still feels considerable strides have been made.

For the critics of programming there are some obvious replies. Programming does not take place in a vacuum. Bankrollers still determine its fate. And these same bankrollers like to feel that money ploughed into color programs is making its imprint through sets in the home. Thus set sales and color programming are chasing each other in circles.

In spite of this uphill scurrying, the programming situation may be brighter than most dealers see it in their contracted horizon. Out of some 496 television stations, *TV Age* magazine estimates that about 325 are able to carry network programs in color, about 100 can handle multichrome film and slides, and some 40 can originate their own color-TV shows. Some 15 magnetic tape machines are now enabling taped shows to reach the West Coast on an uninterrupted basis, providing programming regularity on a month-in-month-out basis. In Chicago, of course, WNBQ does all its live shows in color, and in Omaha KMTV does about 90 percent of its local programming in color. WRCV-TV Philadelphia and WHDH-TV Boston do all live shows in color, while WLW-TV Cincinnati (15 hours a week) and three other Crosley stations account for some 29 hours a week.

At CBS there is no expectation for any immediate increases in color programming. NBC is unwilling to say anything definite about the fall. However, the expectation is that more programming may be forthcoming soon.

Exposure

A national survey conducted by RCA in the early part of 1957 showed that only 25 percent of the American people had seen color-TV. This was rarely under more favorable circumstances than seeing it in store windows or under similarly poor reception conditions. There is considerable unanimity among other manufacturers that exposure is one of the keys to color's future.

Agreeing with this, RCA is presently gunning for maximum exposure in the shortest possible time. To that end it launched its recent trade-in on black and white for 11 of the 700 Series color sets. Included in the program is a children's "Color the Peacock" contest; a mobile color TV studio staging closed circuit shows in 40 major department stores; and a new "Do It Yourself" point-of-sale display to show ease of tuning.

Tube Development

It still seems safe to say that no commercially-feasible tube will supersede RCA's present three-gun unit in 1958.

At Philco, officials are still at work in research development on the "apple" tube. The hope is that this one-gun tube, when ready for production, will give better performance for both B & W and color than existing three-gun tubes. The further hope is that it will mean set prices that are within the mass market level.

One industry official views this level as tied to present tube development.

"A color kinescope tube now costs four times a black and white tube," says this executive. "Components in a color chassis cost two and one-half times that of a black and white. Until either a one-gun or three-gun tube is developed, costing no more than twice a B & W tube and requiring fewer and less costly components to drive it, the color-TV sales picture is not likely to take on a much brighter perspective."

One development tube meets half of these requirements but not the other half, in the view of some officials in the industry. This is the Lawrence one-gun tube being developed by DuMont.

President David Schultz will say in DuMont's annual report that the results are promising for the design of a color-TV receiver of lower cost and improved performance than that now available in the industry. It is believed, however, that when the one-gun Lawrence tube is made on a commercial basis, it will not be materially cheaper than the cost of a three-gun tube. The savings are expected in the components.

For its part, RCA finds many components of a color set are identical with those of a black and white set and that all the costs that can be cut from these parts were cut long ago. This fact, coupled with RCA's reliance on its present three-gun tube, would indicate the prime mover in color sees no major dip in color prices on the immediate horizon.

MORE ▸

But Some Familiar Problems Still Hinder Color's Growth

VASTLY IMPROVED BUT STILL NOT ENOUGH is the way dealers sum up progress in programming. Programs like "Ruggles of Red Gap" (above) have raised quality level of color available but dealers still want more quantity in color programming.



MORE EXPOSURE OF PUBLIC to color is called key to progress by key RCA people. They think too few people have seen color at all and that many who have "seen" it have seen it under unfavorable conditions in crowded stores or displays.





TV COLOR TAKES ON A NEW SPARKLE CONTINUED

In Area After Area Distributors Are Beginning To Run With Color

TAYLOR ELECTRIC, RCA's distributor in Milwaukee, apparently turned out to be a good guinea pig. Ever since their 1957 "Carnival of Color," an event which shot color sales from 12 to 106 sets per week, action at the distributor level has continued to bubble at an intensified boil.

In August, Ohio Appliances teamed up with the Cincinnati Gas & Electric Co. to capitalize on a step-up in local color programming by Crosley Station WLW-C; Cincinnati. That station purchased three color camera chains and a color-TV mobile unit to saturate the Ohio Valley with coverage. In a few short weeks, WLW-C received 50,000 replies on a "Why I Like Color TV" essay contest. Another 30,000 participated in a Cincinnati Gas & Electric Co. "Magic Mirror" contest. Ohio Appliances prodded dealers into tie-in newspaper, direct-mail, and telephone solicitation programs. As a result, sales sky-rocketed some 800 percent, and the momentum carried over into 1958.

Carnival Takes Hold

During last fall 20 RCA distributors joined the ranks of "Carnival" pushers. Now, RCA's coordinator Boss estimates promotions have spread to 53 markets.

A four-month campaign in Indianapolis by Associated Distributors, Inc. overlapped the last World Series. It started with a closed-circuit fashion show in the L. S. Ayers auditorium in Indianapolis, first remote TV colorcast originating in Indiana. Newspaper color ads, radio spots and bus cards beat the drums for color. Station WFMB threw a mammoth World Series party on the Severin Hotel roof, complete with 10 color receivers, hot dogs, peanuts and the huckster atmosphere of the ball park. Free gifts were offered for witnessing a color showing. Four A & P stores conducted drawings for free color TV receivers. Closed circuit colorcasts were conducted for General Motors parts dealers, for Mercury dealers, and for an education convention at Purdue University. This intensified exposure got color-TV off dead center in Indianapolis, carried into 1958, and finally had dealers in Indiana conducting "open house" on Friday, Saturday and Sunday nights.

By this March, RCA's merchandising vice-president, Martin F. Bennett, was telling an Indianapolis audience that that city had moved into fourth place in sales, trailing New York, Los Angeles and





SPECTACULAR ALTHOUGH HARDLY TYPICAL distributor activity was this "test" of color sets conducted in New York's Grand Central by Bruno-New York. Test furnished copy for newspaper ads on color.

Philadelphia as a color center.

All Stops Pulled

A recent Minneapolis-St. Paul color promotion by distributor F. C. Hayer Co. shot sales up 700 percent in a three-week period.

Four Twin City newspapers carried tie-in dealer ads. Six radio stations ran 700 spots. Two color-TV stations, WFTP and WCCO ran 60 spots. Some 20,000 pieces of direct mail invited residents to free home demonstrations. Ten searchlights splashed color over the Minneapolis-St. Paul sky. A 35-unit motorcade trailed through Twin City streets, promoting the color theme. A Greyhound bus brought up the rear, spewing balloons in its wake. Anyone capturing a balloon also captured a $25 allowance toward a color set, plus a B & W trade-in bonus when returned to a dealer. A tie-in with the Minnesota Paint Co. added 225 paint dealers to the exposure campaign for 30 miles around Minneapolis-St. Paul.

For two months 12 by 50-foot revolving billboards in 30 locations kept hammering at the color theme. And for three months 60 twenty-four sheet "Color Carnival" billboards assured continuing momentum for the home demo and trade-in program in the Twin Cities. During this particular campaign seven out of 10 free home demos ended with a sale, and home demos accounted for 70 percent of all sales.

In 60 days of color campaigning, Omaha moved from 31st place in color TV sales to seventh place nationally. Included in the program was the televising by KMTV in color of the main festivities of the state fair, AK-SAR-BEN Festival. By using an RCA color-TV mobile unit the station also presented a local hospital operation in color.

West Active

RCA distributors in San Francisco and Los Angeles also have had success in pushing color. Set sales, in some instances, ran two out of every three demonstrations, and RCA Service Co. installations tripled during the periods of heavy merchandising.

ELECTRICAL MERCHANDISING's Howard Emerson reports some 6,290 color sets sold in San Francisco to March 1, 1958; in January and February figures were running ahead by 20 percent. Los Angeles figures in the first three months led the previous year by 55 percent. To February 1 sets in use in L. A. stood at 11,475. Emerson also reports video tape as registering a very positive impact in the West. Far Westerners no longer exposed to color at times when high percentages are at work. Tape allows delayed color-casts to fit leisure hour patterns. It also enables distributors and dealers to demonstrate in the home sets where the color picture is saleable.

South and East

From the South, ELECTRICAL MERCHANDISING's Bill McGuire reports a quickening of distributor activity in color. A Birmingham distributor has 1,500 color-TV sets out, and another in New Orleans has sold some 2,800 sets in that area.

Lively activity among distributors has been instrumental in providing ideas for national use. Hamburg Brothers, Inc. in Pittsburgh, for instance, originated a contest which attracted 3,000 entrants. It wound up as the "Color the NBC Peacock" contest now being put to national use. In it, children fill in an outline drawing of the NBC peacock. To qualify for prizes children must bring parents into a dealer's store. In Pittsburgh 71 percent of the contestants brought parents along for a color demonstration.

The Eastern Company, of Cambridge, Mass. received 9,000 entries to this contest in a four-week period and had to print up additional entry blanks. In San Diego, Carter-Johnson received 4,000 entries in two and one-half weeks. In Denver, Ward Terry, Inc. received a total of 500 entries during the first week of the contest.

Four years ago Raymond Rosen of Philadelphia introduced color to the Delaware valley using the theme "A baby with steps of a giant." This year the theme switches to the baby now at the walking stage. The firm offers dealers a $10 home demo allowance on all sets; also sets up and maintains a set on a color-franchised dealer's floor. Three days a week it conducts service training schools, beginner and advanced, through which 300 have passed. Its retail salesmen have conducted continuing sales training meetings in Bethlehem, Allentown, Reading, Wilmington, Atlantic City, and in its Philadelphia headquarters.

Constant Bombardment

Currently its promotional activity includes twice-nightly, fifteen-minute TV newsreels over WFIL-TV six nights a week; spots on color over WFIL-TV and WRCV-TV of 10, 20 and 30-seconds length, each 60 times a week for some 15,000,000 listener impressions per week on each station; and ads in the *Bulletin* and *Enquirer*.

Rosen's pace can be judged by the 1500 color sets shipped in January. This represented 10 percent of all sets shipped, in the area, but 25 percent of total billing. Where dealers screened prospects for credit before putting in home demos, eight of 10 sets remained sold. Rosen's own average on home demos amounts to 73 percent.

The level of Rosen's promotional cost including co-op, can be judged by the $15,000 the firm put out in home demo allowances to dealers for the 1500 sets sold in January.

Specialist's Product

In New York, which still leads in color sales, Bruno-New York's Dave Oreck, vice-president in charge of sales, finds "there is more solid strength in color than in black and white. Fewer distress selling techniques are being used in the selling of color. The solid strength of sales now is the most significant thing in the television business."

Bruno is concentrating on some 40 or so color specialists. Their enthusiasm is giving them about 50 percent of total business. Some of these small and medium-sized specialists, in Oreck's view, will be among the biggest dealers in the New York area in a few years.

At least $5,000 a week of Bruno's ad and promotion money is going into TV time which pushes the color theme. And 35 percent of the firm's total TV budget is directed at color.

Across the river in northern New Jersey, Krich-New Jersey concentrates its promotional activity in about 15 newspapers, running 400 to 1600 lines at least once a week in each.

Obviously, there is no dearth of effort and activity at the distributor level as color-TV makes its steady march forward on the sales floor. Apparently more and more dealers recognize it and are getting into color with both feet.

MORE▸

TV COLOR TAKES ON A NEW SPARKLE CONTINUED



VOTE OF CONFIDENCE in color has come from dealers large and small across the country. Whether it's a show of hands at distributor preview like one above or in their own local merchandising efforts, an increasing number of dealers are offering tangible evidence that they believe color to be a profitable reality in today's market

Dealers Aren't Just Pioneering Color—They're Making Money On It, Too

PRESTIGE dealers have been the prime movers of color-TV sets in years past. But there is growing evidence that more and more smaller and medium-sized dealers are joining their ranks. Of the more than 33,000 RCA Victor dealers across the country (including record dealers), an estimated 19,000 sell TV. Of these there are now over 9,500 selling color-TV. Mounting activity among these dealers caused color-TV set sales nationally to kick off 1958 running 50 percent ahead of the same period a year ago.

RCA's Bennett concedes color is by no means over the top, but he's confident that if the present surge continues, it "will sweep color into the mass media market before the year is up."

Big Towns and Small

A look at dealer activity across the country suggests Bennett may not be too far wrong.

In Allentown, for example, Snyder Radio sold 38 color-TV sets in a two-month period recently. Rollins & Kincaid of Wilmington, Del. sold 32 in six weeks. At McCoy Music in Norristown 20 sales were racked up in a two month period. Cumberland Sales of Bridgeton, N. J. made 21 sales in a single month.

Snip & Anderson Co. of Grand Rapids, Mich. went exclusive in color-TV in 1956. The firm has remained that way ever since, sells 100 sets a year. They score heavily by playing host to small groups in an in-store private viewing room, letting them alone for some 40 minutes, then returning to answer all questions, then switch to an in-home demo sales talk. Their percentage of sales on these sets left in the home from four to 10 days is two out of five. They have taken advantage of RCA's traveling color caravan to increase their local exposure.

Dick Thomas of Radio Service Co., Birmingham, Ala. presses both home demos and a serviceman spot check system. Thomas culls his prospects from clubs like Rotary and Kiwanis, times a promotional mailing to coincide with a big telecast event, then plugs his home demonstration offer, limiting this to three or four days so that he sells while the prospect is ripe. On every call his servicemen take a crack at trying to get the customer to accept a home demonstration.

Out in San Francisco, the Sherman Clay organization has increase its sales five percent over last fall, despite programming difficulties. Use of video tapes has improved prospects considerably and the firm looks for color soon to "zoom like crazy" in the San Francisco area.

At Dorn's in Los Angeles expectations are that 1958 sales will be double those of last year.

Draves Radio-TV Laboratories, of Oconomowoc, Wisc., in color in a big way, manages to close 90 percent of its home demonstrations.

A small town dealer in Minnesota moved 50 color sets last year, though selling uphill against meager programming.

(*Continued on page* 81)

In selling color exposure is the key to success . . . and demos are the way to win exposure

PROBABLY LEAST SATISFACTORY demonstration of color is that done right on the sales floor. General lighting may be too bright and color picture will look washed out compared to black and white reception.



MUCH BETTER is demonstration in special color salon in store. Here, in Glenside, Pa., salesman John Daddona demonstrates a color set for customers of Gerhard's, Inc. Some salons are used for hi-fi as well as color.



IDEAL SOLUTION for good demonstration says RCA is demonstration in the home. Philadelphia dealer Al Morgenstern, right, supervises as salesmen servicemen move set into customer's home.



Do you have any idea how much you can learn from your own accounting records?

Most dealers, for example, use their profit and loss statements for only two purposes—determining their financial position and figuring their taxes.

But with a minimum of additional effort you can use those same records to analyze your operating methods and learn how to . . .



THOSE PROFIT LEAKS

By WILLIAM R. DAVIDSON, Ph. D. THE OHIO STATE UNIVERSITY

NEVER before in the history of the retail appliance business has there been so much interest in expense analysis, cost reduction, and the maintenance of a healthy financial condition.

The annual "Costs-of-Doing-Business Survey" made by the National Appliance & Radio-TV Dealers' Association (NARDA) for last year revealed that net operating profits were at an all time low, operating expenses were at a nearly unprecedented level in relation to sales, and nearly 30% of the dealers actually had a net operating loss. Although the merchant of today may do an outstanding merchandising, promotional, and personal selling job he is likely to end up without any profit unless he has done everything possible to plan and control expenses.

Proper use of the firm's accounting records can often bring about the discovery of lost profit dollars and thus point the way to improvement. Actually, if you put your accounting methods to good use you can derive five specific benefits from them:

(1) Determining current financial position and operating profits
(2) As a source of data for tax returns and other government reports
(3) As a source of data for establishing lines of credit
(4) Analyzing past and present operations, with a view to eliminating points of weakness and to concentrate on more profitable activity
(5) Providing data necessary for forecasting and budgeting operations.

A specific case will show you best just how much an average dealer can benefit from operational analysis of this sort. Such a case is presented in detail on the following pages. Before getting down to a specific case, however, you may find it helpful to understand the general procedure any dealer would follow in making such an analysis. Here's how it's done:

(1) Data for the operating accounts should be arranged in a manner so that figures for the most recent period can be compared with the preceding period and, if possible, with comparable data for similar firms.
(2) Dollar amount figures should be expressed as a percent of net sales. This is usually advisable because some dollar figures fluctuate widely from one period to another, and because data for similar firms, are usually so expressed.
(3) Determine which of the operating figures have not been properly controlled in relation to sales, as compared with previous experience or with ratios for comparable firms.
(4) In the case of such items, find out whether the discrepancy is due to some extraordinary factor that cannot be controlled by the dealer, or whether there is some controllable opportunity to bring the situation in line with previous or average experience.
(5) If the latter, determine a specific course of corrective action.

Turn now to the following page and see how these principles have been applied in actual practice by a specific retailer.

MORE▸

About This Series . . . And Its Author

His full name and title is William R. Davidson, Ph. D., of the faculty in the Department of Business Organization at The Ohio State University.

But to hundreds of appliance dealers he is simply Bill Davidson, a college professor who talks their own language. He has talked that language at each of NARDA's annual Management Institutes and at several of the association's conventions in Chicago.

On each occasion the dealer reaction to these talks has been so positive that ELECTRICAL MERCHANDISING has asked Dr. Davidson to prepare a series of three articles explaining how a dealer can analyze his own operation. The first article, which appears here this month, shows how to use a profit and loss statement to study past operations. Next month Professor Davidson will go one step further and set up an expense budget for profitable spending in the future. Finally, in July, he will show how to analyze sales volume and cost relationships through break-even analysis.

STOP Those Profit Leaks CONTINUED

UNIVERSITY Appliance Company is an independent store in a small city.

University had always been interested in trade association activities, but had paid little attention to "Costs-of-Doing-Business Surveys." Usually there had been a fair net profit. An operating statement was prepared annually by a local accounting firm that audited the books. From this the owner could see just what profit had been realized, and information was obtained to support federal income tax returns.

Before the statement for last year was prepared, it was expected that results would be fairly good. Sales had been running somewhat ahead of the preceding year in most months, and the manager was confident that a good gross margin was being maintained. He was greatly shocked to see the actual results that were reported. In spite of the increase in sales, the net profit was only $75, whereas it had been over $5,000 in the preceding year. Looking at his statement, which showed the amount for each operating statement account, the manager could not tell just exactly what was wrong. He searched through the office files and located NARDA surveys for the past two years. He learned that typical dealer profits had slipped from 3.4% to 1.2%. While this was somewhat of an explanation and, perhaps, even a bit of consolation, his own profits had slipped more drastically and were now practically non-existent. Consequently, he determined to make a careful analysis of the situation, to find out just what was wrong.

Preparing the Analysis

The first thing he did was to compare the operating accounts that were carried by his firm with the list of accounts that were reported in NARDA's cost survey bulletin. It was found that University had more accounts, and that a few of the accounts did not correspond exactly with those contained in the annual dealer cost survey. It was, however, possible to consolidate some accounts and to divide some others to get comparable figures.

After this was done, profit and loss statements for the most recent year and for the preceding year were prepared and figures were entered in columns (1) and (2).

In the columns (3) and (4), all operating results were expressed as a percent of sales.

Then average trade association cost ratios were entered in the column (5). Last year's sales volume for University was entered on the top line of column (6), and operating results were calculated in dollar amounts, to see what they would have been if University had operated at the trade rating.

Next, University determined the difference between its most recent dollar figures and the dollar figures computed on the basis of the trade ratios, and entered these differences in column (7).

What University Learned

In looking at the chart, it was readily apparent that the low net profit for last year was accounted for by some decline from the preceding year in margin and some increase in expense. From the bottom line of column (7), it was startling to learn that University would have made $2,292 more net profit, if all of its ratios were in line with the trade average.

The possibility of increasing net profits by increasing the gross margin was quickly abandoned. University's margin (which included both merchandise and service) had dropped by 0.6% of sales during the year, but it was, nevertheless, somewhat higher than experienced by the average dealer.

As shown on line #4 in column (7), University's expenses were $3,879 more than they would have been if costs had been held to the level of typical trade averages. But even this did not tell the whole story. This total figure is the result of the balance between the *favorable* as well as the unfavorable factors. When each detailed expense account is examined (i.e., those identified by a small letter in parentheses), it is seen that University had a favorable comparison in some cases such as (b) office salaries and (u) shop equipment depreciation.

If only the unfavorable deviations are considered (i.e., those identified by a plus mark in column 7), it may be shown that University spent $6,409 more than the trade average in this group of expenses. The favorable deviations (i.e., those identified by a minus mark) amounted to $2,530. Because some of the advantages in the latter group could be probably retained, there is a clear suggestion that the possibilities for immediate improvement were more than indicated by the $3,879 differential in total expense.

Some of the unfavorable deviations involved small amounts and others were obviously not subject to improvement. Five major points were outstanding in terms of possible improvement:

(c) *Salesmen's compensation:* This item had increased from 5.38% to 6.27% and was above the typical figure of 6.0%. When it was considered that the manager did some selling and that none of his compensation was charged to selling expense, the comparison was even more unfavorable.

At University, the two salesmen received a weekly guarantee of $75 against

Here's how one dealer analyzed his business . . . How does your

Item	University Appliance Company Operating Results				"Typical" Dealer Results		Difference Actual and Typical
	Actual Amount		% of sales				
	yr. before last (1)	last year (2)	yr. before last (3)	last year (4)	% of sales (5)	Amount at University Volume (6)	(+ =unfavorable difference) (7)
1. Net sales for year	$184,760	$197,240	100.00	100.00	100.00	$197.240	...
2. Cost of goods sold	122,501	131,944	66.30	66.90	67.7	133,531	1,587
3. Gross margin (#1-#2)	62,259	65,296	33.70	33.10	32.3	63,709	1,587 −
4. Operating expenses, total	56,735	65,221	30.71	33.06	31.1	61,342	3,879 +
A. Administrative, total	40,833	47,238	22.10	23.94	22.1	43,591	3,647 +
(a) Owner's salary	7,500	7,500	4.06	3.80	3.7	7,298	202 +
(b) Office salaries	3,363	3,826	1.82	1.94	2.4	4,734	908 −
(f) Employer's share (S. S. & U. C.)	702	772	0.38	0.39	0.4	789	20 −
(c) Salesmen's compensation	9,940	12,364	5.38	6.27	6.0	11,834	533 +
(d) Servicemen's wages, expenses	11,014	12,637	5.96	6.40	5.5	10,848	1,789 +
(e) Delivery, warehouse salaries	3,621	3,590	1.96	1.82	1.2	2,367	1,223 +
(k) Vehicle maintenance	1,330	1,795	0.72	0.91	0.9	1,775	20 +
(t) Vehicle depreciation	702	702	0.38	0.36	0.4	789	87 −
(m) Office, store supplies	462	927	0.25	0.47	0.4	789	138 +
(n) Credit, trade information	37	48	0.02	0.02	0.05	99	51 −
(o) Collection costs	74	79	0.04	0.04	0.05	99	20 −
(p) Miscellaneous admin. expense	2,088	2,998	1.13	1.52	1.1	2,170	828 +
B. Occupancy expense, total	4,764	5,179	2.58	2.63	2.6	5,128	51 +
(g) Light and heat	942	1,244	0.51	0.63	0.5	986	258 +
(h) Janitor service	222	335	0.12	0.17	0.1	197	138 +
(i) Rent	3,600	3,600	1.95	1.83	1.4	2,762	838 +
(j) Property taxes on real estate	...	...	...	...	0.5	986	986 −
(s) Building depreciation	...	...	...	...	0.1	197	197 −
C.(l) Advertising expense	4,305	5,448	2.33	2.76	2.6	5,128	320 +
D.(w) Bad debt losses	591	927	0.32	0.47	0.4	789	138 +
E. All other expenses, total	6,242	6,429	3.38	3.26	3.4	6,706	277 −
(q) Taxes, except on property, income.	996	982	0.54	0.50	0.4	789	193 +
(x) Interest	1,127	1,250	0.61	0.63	0.5	986	264 +
(u) Shop equipment depreciation	351	351	0.19	0.18	0.3	592	241 −
(v) Trade-in losses	905	1,013	0.49	0.51	0.5	986	27 +
(r) Miscellaneous other expense	2,863	2,833	1.55	1.44	1.7	3,353	520 −
5. Net operating profit (#3-#4)	5,524	75	2.99	0.04	1.2	2,367	2,292 +

a 5% straight commission on all net sales. In addition special incentives were frequently used. In reviewing the situation it was apparent that there were quite a number of low volume weeks in which salesmen did not earn their guarantee. Furthermore, payment of special incentives had increased out of all reason.

The compensation plan was changed to provide for a monthly calculation of commissions on sales over a *monthly* quota, to reduce the payment of "unearned" weekly guarantees. Furthermore, commission rates were changed to 3% on advertised "leaders," 5% on medium-value items with normal mark-ups, and to 6% and 7% on "top-of-line" items that provided a large dollar gross margin.

(d) *Servicemen's wages:* Servicemen's wages and compensation had increased by about $1,600 during the year, and were nearly $1,800 above the typical dealer figure. No wage increases had been granted during the year and the volume of service work had not increased.

The manager soon discovered that the amount of overtime work, paid at 1.5 times the regular hourly rate, had tended to increase throughout the year. It looked as if the service men might be deliberately stretching their working day.

A three-step program was decided upon to bring about an improvement in this item. First, on incoming telephone calls involving customer requests for service, the *real* urgency of the situation was to be carefully determined. The manager wanted to lose no customers because of true emergencies, but he believed that a better program of scheduling and routing in routine service calls could produce benefits.

Second, a daily report form was devised for service men. This form indicated the time that the service man left the shop on home calls and the mileage of his vehicle at the start.

Third, the owner decided to check with other dealers about their experience with normal or standard time to complete various kinds of service calls and to get other information about productivity of service men.

(p) *Miscellaneous administrative expense:* This item had taken a big jump during the year. The manager could not evaluate it except by going back through detailed records to check all the individual items charged to the account. Many apparently involved expenditures that were authorized by the office manager and probably in some cases by salesmen or by servicemen. This resulted in a new policy, namely, that except in serious emergencies no expenses were to be incurred without the specific approval of the manager.

(g) *Light and heat:* This item had jumped substantially during the past year and was high in comparison with national averages. Part of the explanation was an unusually severe winter. Possible sources of economy were checked and it was found that window lights were set to go off at 10:30 p.m. There was little traffic on the street after 8:30, and the timer was reset to the earlier hour. It was also decided that the thermostat could be kept about two or three degrees lower during business hours and turned down considerably more at night during the milder portions of the winter.

(h) *Advertising:* Although advertising expense was only moderately above the trade average, it had increased by more than $1,000 during the year, an amount decidedly out of line in comparison with the magnitude of the sales increase.

With the help of the advertising manager of the single local newspaper, the manager prepared some charts to show advertising expense by months in comparison with sales volume opportunities by months. The conclusion was that there was neither rhyme nor reason to the past pattern of advertising expenditures. For the coming year, it was decided to work out an advertising plan well in advance. This plan would control total advertising expense month by month, as well as control expenditures by major kinds of appliances.

As a result of the foregoing analysis, University found that there were some very specific things it could do to improve its performance. Some of these things seemed very obvious when the job was completed. But the manager would not have come up with these very specific programs for improvement if he had not made a careful analysis.

It should not be concluded from the foregoing that all dealers should strive to operate at the level of the trade ratios. Such ratios are only averages, and they indicate only mediocre performance. Progressive dealers like to strive for better than average performance.

It should be remembered that the purpose of such analysis is not just to reduce expense. Expense, in basic terms, represents purchases of some kinds of service. Often it happens that a source of weakness in a business is the failure to provide enough service of one kind or another. Thus, the result of the analysis could be the indication of the need to increase some expenses as well as to decrease others. *End*

store measure up? Use this chart to Make Your Own Profit Analysis

Item	Your Own Operating Results: Actual Amount yr. before last (1)	Your Own Operating Results: Actual Amount last year (2)	Your Own Operating Results: % of sales yr. before last (3)	Your Own Operating Results: % of sales last year (4)	"Typical" Dealer Results: % of sales (5)	"Typical" Dealer Results: Amount at Your Volume (6)	Difference Actual and Typical (+=unfavorable difference) (7)
1. Net sales for year					100.00		
2. Cost of goods sold					67.7		
3. Gross margin (#1-#2)					32.3		
4. Operating expenses, total					31.1		
A. Administrative, total					22.1		
(a) Owner's salary					3.7		
(b) Office salaries					2.4		
(f) Employer's share (S. S. & U. C.)					0.4		
(c) Salesmen's compensation					6.0		
(d) Servicemen's wages, expenses					5.5		
(e) Delivery, warehouse salaries					1.2		
(k) Vehicle maintenance					0.9		
(t) Vehicle depreciation					0.4		
(m) Office, store supplies					0.4		
(n) Credit, trade information					0.05		
(o) Collection costs					0.05		
(p) Miscellaneous admin. expense					1.1		
B. Occupancy expense, total					2.6		
(g) Light and heat					0.5		
(h) Janitor service					0.1		
(i) Rent					1.4		
(j) Property taxes on real estate					0.5		
(s) Building depreciation					0.1		
C. (l) Advertising expense					2.6		
D. (w) Bad debt losses					0.4		
E. All other expenses, total					3.4		
(q) Taxes, except on property, income					0.4		
(x) Interest					0.5		
(u) Shop equipment depreciation					0.3		
(v) Trade-in losses					0.5		
(r) Miscellaneous other expense					1.7		
5. Net operating profit (#3-#4)					1.2		

Notes to columns in working chart.

(1) & (2) From your own annual statement of operation, with accounts adjusted to conform with arrangement of data in NARDA "Costs of Doing Business Survey"

(3) & (4) Figures in Columns (1) & (2) expressed as a percent of sales

(5) National average rations from NARDA "Costs of Doing Business Survey". Gross margin includes merchandise plus service

(6) Percent figures in Column (5) applied to your own volume for last year to obtain dollar operating figures for your own store which would reflect average trade operating experience for this size of dealer

(7) Differences between (2) and (6)

4 WAYS TO MAKE MORE MONEY

To show a profit on refrigerators in today's market, says San Francisco dealer Carl Hagstrom, you have to reach prospects before they've begun shopping around for price and while their present boxes are valuable enough for you to resell at a profit. Here's how Hagstrom does just that as told to

HOWARD J. EMERSON

1 Offer a "Spring Service Special"

We promote a 'Spring Cleaning Special' for $5, by direct mail to more than 20,000 people on our sales and service list. Featured as a $10 value, we offer to tune up any make or model refrigerator, checking the door latch and strike, door hinges, checking and cleaning the condenser, relay and control and checking the unit suspension and the gasket and door seal. With the tune-up we offer a $5 merchandise certificate to apply to any new refrigerator purchase. Thus if the call should result in a sale, the customer gets back the cost of the tune-up call.

"The big advantage of this tune-up offer is the chance it gives us to get to a large number of prospects before either their refrigerator conks out or before it is in such bad shape that they start shopping around and have become price conscious.

"A lot of people respond because there is always some little thing wrong with any refrigerator after a few years—petty things not worth calling in a serviceman, but annoying enough to make our half-price tune-up offer attractive.

"We expect this tune-up offer to be even more effective this season since the public is more conscious of the need for service because of worrying about the possibility of a depression. Also, the public knows that some big dealers here have gone out of business, that there has been criticism of service companies, and that there has been a lot of orphaned merchandise of defunct manufacturers put on the market. This offer will give us more contact with our old customers, give us a chance to re-emphasize our position as an old and reliable concern with a long established reputation—just the type of story that is most effective in getting sales during market conditions like the present."



"SPRING SPECIAL" circular is mailed to 20,000 customers and allows Hagstrom to ferret out refrigerator prospects before their old boxes have deteriorated too much to be valuable as a trade-in that can be resold at a profit.

2 Teach Your Servicemen How To Sell

"Our second refrigerator selling technique is definitely tied in closely with the first—we couldn't offer this tune-up and produce much more than a little extra repair business unless our servicemen were equipped to sell. And that they are. Our men are service-salesmen and they work to build volume in refrigeration through an organized program, not by an occasional verbal passing on of leads. Our servicemen are required to attend every sales training course as well as the service schools put on by Frigidaire and G-E. Every morning we begin the day with a 20-minute meeting with service, sales and office personnel. The meeting may be run by me, my sales manager, my partner Carl Holm, the shop foreman, or we may have a manufacturer's rep show us sales features of a new model.

"Our service-salesmen are alert to developing leads. They are expected to watch for them on every call and not necessarily for the replacement of the appliance they were sent out to repair. Some of our best refrigerator leads come on our washer repair calls. It is another opportunity for us to get to the owner of an older refrigerator while it is still working and worth something to us in trade.



AIM OF DEALER Hagstrom, left, is to make servicemen an integral part of firm's sales organization. All servicemen attend daily sales meeting as well as service schools.

ON REFRIGERATORS

"These servicemen produce profitable refrigerator sales for General Appliance. They are welcomed in the homes of our customers—if the customer has faith in the man's knowledge of refrigerators, she will have faith in his recommendations on new equipment. And the service-salesmen will sell higher end models because they can describe with authority the superior quality and value of the better model refrigerators—and they can trade better, because the customer hesitates to try to kid the serviceman about the value of an old refrigerator he has just examined. But primarily, the advantage comes in our having experienced, trained and conscientious men in touch with these refrigerator prospects before they have shopped around and become hypnotized by low price advertising."



COMPETITION AS WELL AS COMPENSATION is needed to spur servicemen to sell. Four times a year General Appliance runs a two-month sales contest, keeps men posted on their standing by maintaining charts like this in company lunchroom.

3 Give Them An Incentive To Sell

"Continual incentive within the organization to encourage the staff to seek out refrigeration business is our third secret. We know that most of the profitable business is that which you go out for—that which comes in over the transom is seldom in the same profit level. Having our men trained as service-salesmen is fine, and giving them adequate commission for producing business makes them an efficiently operating sales staff. But it is possible to step up their interest and make them more alert and more active by the same means we've all used for years on regular salesmen—contests that fire up the enthusiasm, create a spirit of competition within the organization, and which have a profitable goal in sight.

"Contests for the service-salesmen at General Appliance Co. run for two month periods, with a special event on the third month—spiffs on selected merchandise, for example, or a push on used refrigerators.

"The men compete during the two-month contests by building up points which are registered by the moving of a model airplane across a large map in the employees' lunchroom. Points are allotted for the gross dollar volume produced—combining dollar sales of the labor sold, parts sold, and appliances and TV sold.

"An important feature in the operation of these contests is the 'weighting'—a handicap system that puts all members of the service department on a competing basis regardless of the amount of contact they have with the public. The dollar volume produced by the men becomes the number of points in the base—for a $400 sale, 400 points. Then a ratio is applied to these points—the outside serviceman with continual contact with the public has his points multiplied by 5 times, the in-and-out man with some time in the shop, some time in the home has his points multiplied by 10 times, and the strictly inside man, the parts man for example, has his points multiplied by 20 times.

"As rewards for being winners in these two-month contests, the service-salesmen get prizes varying from cash to week-ends in Las Vegas to vacations at the General Appliance recreation center in the mountains."

4 Let Your Kitchen Business Build Refrigerator Volume

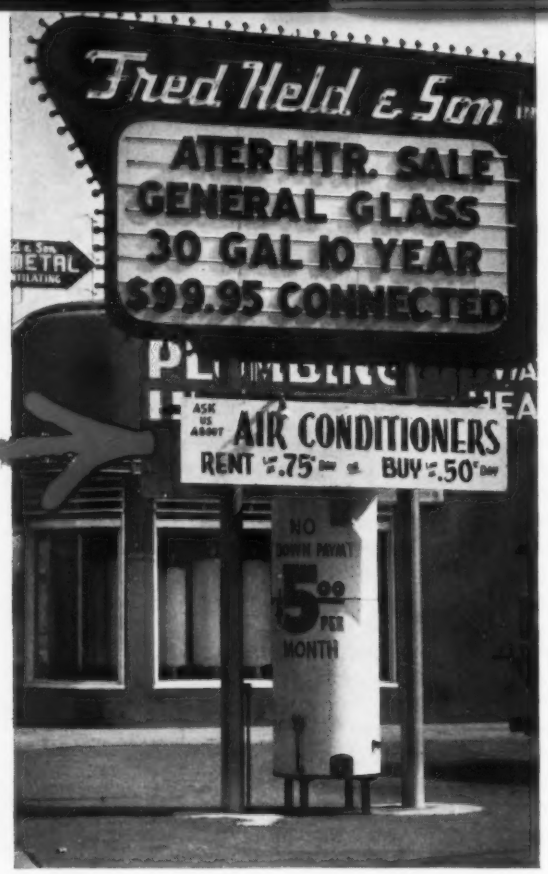
"Getting into the kitchen remodeling business has been a big help in stepping up our refrigeration business, both in volume and profit," Hagstrom notes.

"People interested in remodeling are naturals for sales of the new, modern styled refrigerators," he points out. "The more they think of a new kitchen, the more they think of a 'clean sweep'—and this will mean a new refrigerator once they realize that their old box, even only two years old, is going to be the only out of date item in the room. Very often for us the sale of a refrigerator to kitchen customers is a last minute thought—when they are ready to sign it is not difficult to add 'well, you might as well have a new refrigerator too, and start with everything new and modern'.

"The kitchen business is especially valuable in producing refrigerator sales that are profitable to the dealer because the kitchen customer as a rule has not shopped around for the prices of individual appliances—least of all the refrigerator because her major interest in the new kitchen has been centered on cabinets, dishwasher and range. Therefore, the dealer—when it comes time to talk refrigeration—can talk style, color and features and keep his price at a normal profit level.

"And—while on the subject of price—the relationship between the kitchen dealer-contractor and his customers is inherently that situation which is the basis for the profitable selling of refrigerators today—where price is not the immediate concern of the customer, at least not the price of any particular component of the kitchen. The extra cost to the customer for a high end, two-door, deluxe refrigerator compared to the price of a stripped leader model is of minor consideration in a job that is being contracted at $5,000-$6,000. It means a lot to move the former with its extra profit." *End*

This Little Sign Rents Room Coolers



It's just about the only air conditioning advertising Fred Held does, but it's enough to bring customers into his South Gate, California, store, create outright sales and make rentals that eventually turn into sales

OUR sign about renting room conditioners brings us business in three ways," states Fred Held.

Here are the three he refers to: (a) Sales of new units made to people asking about rentals, but who don't rent, (b) money received from rentals, and (c) sales made to those who apply the rental fee on purchase price.

The sign, located at the sidewalk edge of Fred W. Held & Son, Plumbers, 8148 State Street, South Gate, California, is placed high so it can be read easily by the hurrying motorist. And it is read.

Proof of this is found in the high prospective customer response. A few telephone, but most people make special trips into the store for the sole purpose of learning more about the rentals.

When they come in, Held or one of his salesmen show them a new unit which is offered for rent. It creates a good impression, because most of the prospects assume the rental will be an old "beat-up" unit. When they see it's a current model they are even more eager to rent it.

It is explained to the prospective renter that the amount of the rent can be applied against the purchase price. He is also told most of those renting the unit end up buying it.

If the prospective renter seems to lean toward an eventual purchase, an attempt is then made to switch him from renting to out-right purchase. Pride of ownership is stressed and it is pointed out that if purchased the installation will be permanent and better.

Many agree—and another sale is credited to the sign but if the rental is insisted upon, the "bad" news is then brought forth. It must be rented for no less than 60 days. And a nominal charge is made for installing the unit. The amount is $25, which is for installing, maintenance, and returning the unit to the shop. If a sale is made, the $25 charge remains in force.

If this meets with customer approval the deal is closed.

When installed in a rented apartment, usually a used unit is selected. But if it is to be placed in the customer's own home a new unit is installed. Experience has shown the home owner usually ends up buying the conditioner because by the end of his 60 days he has a total of $45 invested, based on 75¢ a day. And if a larger unit was rented, at $1.10, then the investment is $66.

Sales made when the rent money is applied are high net profit items for Fred Held & Son. No traded in unit to worry about. There is no need to cut the price so as to meet competition up the street. With the renter having such a large investment in the unit, he is in no position to argue about getting a discount.

One sale often leads to additional ones to the same person. "It works this way," says Fred Held. "The cooling effect of the one unit is liked so well that the new owner wants one for another room. A few of these people rent the second one, but most of them buy it. And because they've bought one from us without a discount they're willing to pay list on the following one. It's nice business.

Little Profit on Rentals

Net profit shows up in the rental department, but only a very little. While the total take-in dollar volume seems high, actually it leaves little for net profit.

"Maintenance costs during the rental period are low, often we do not need to make even one call," says Held. "Most of the money received for the rental is a clear gross profit. What keeps it from being a net profit is depreciation. The depreciation on the new units which do not sell is high. Not only have they become—at the end of summer—second-hand units, but also old models. By the time the hot weather arrives during the next season, the new models are out and so these are worth a lot less. So in spite of taking in hundreds of dollars in rental fees, we end up with next to nothing.

"As I've stated before, the big net profit in this promotion is the easy selling of the new unit. Proof they sell easily is that we sell eight out of every ten rented."

During the season Held averages 27 rented. The most out at one time has been 20 units.

Rental units not sold by the end of the season are stored. This, too, eats into the rental fees—for the investment in the unit is idle money for six to eight months.

During the hot months many more units could be placed on a rental basis. "But we're not in the business of renting room conditioners," explains Held. "Our business is selling them. We rent them to make sales. And we're making them.

Small hotels and office buildings have tried to rent up to two dozen at a time. But these large orders for rental units have been turned down.

The owners of the buildings concerned did not want to have their funds tied up in owning the units; they felt it was more profitable to rent. But Held feels that his own funds are also too valuable to tie up in merchandise which is used solely for rental and then for only a portion of the year. *End*

BETTER HOME merchandising

No matter what you're selling, it's the IDEA that counts

CUSTOMER RELATIONS: A Way to Trim Repossessions

Keeping an item sold can be just as much of a problem as selling it in the first place. That's the reason Home Furniture Co., Dallas, Tex., finds it a good idea to help unemployed customers maintain payments with the help of a unique job-hunting program.

HELPING HAND. When a check of an overdue account finds a customer out of work, store president Larry Hart lends a hand. He does this by setting out to track down a job which he feels might be filled by the customer in question. Through Hart's personal acquaintance with many prominent Dallas business people 14 persons have gotten work—all within a 3-week period.

THE NET RESULT. Hart's activity on the part of his unemployed customers costs him nothing except time. The results are worth the effort however, for they accomplish three things. First, they can mean that the store is spared the necessity of repossessing the merchandise with its attendant loss. Secondly, the customer can maintain payments, with Hart's store the first choice among his creditors. Third, the working customer passes the word along to his neighbors as a measure of gratitude. Basically it all boils down to good customer relations on the part of Hart, who in addition to the above, benefits from the effective advertising he is able to build around the program. As a net gain the store gains considerably from sympathetic public opinion.

DOWN PAYMENTS: Dealer Picks Up Tab

At Georgia Jewelers, Inc., Atlanta, customers have been digging their own down payments out of a coin-crammed fishbowl. The unique traffic-builder dreamed up by M. L. Harbin, head of the credit jewelry firm consists of two fishbowls, each holding $65 in coin (40 halves, 80 quarters, 100 dimes, 200 nickles and 500 pennies.

HOW IT WORKS: One of the filled bowls is placed in the window to attract attention; the other on an in-store counter. From the latter bowl, any customer whose purchase will be $25 or more (and who asks for it) is given the privilege of extracting the biggest handful of coins he can manage. This is the down payment which the store will credit to him. Back into the fishbowl go the coins. To dispel customer doubts, a credit transaction is made before his eyes, and his payment book shows the free down payment. On the average the firm has found that the average fistful of coins will amount to around $6. This is minor however when balanced against an average unit sale of from $60 to $100.

SUMMING UP: Harbin gives the promotion an average life of from three to four months, likes the control it gives him (to change results he simply changes the distribution of coins in the bowl). He considers it a natural for the appliance dealer, with a box instead of the bowl, bills instead of coins. "Use this idea rather than by cutting price $100 on a closeout," Harbin suggests.

APRONS: Dishwasher Follow-Up

Out in Chicago, Ill., Sol Polk, president of Polk Brothers happened to overhear a satisfied lady customer telling one of the store salesmen, "I've never been so thankful for any appliance as for my new dishwasher."

That chance remark started Polk to thinking. How could he best capitalize on the satisfied customers who had purchased dishwashers from the firm over a period of several years.

A FREE GIFT: Polk prepared a letter for mailing to any customer of the store who had purchased a dishwasher during a three-year period. In it he pointed up the pleasure that the owner had derived from the machine since purchase. He phrased it in the following manner, "Polk Brothers realized that you folks were among the first families in Chicagoland to discover the convenience of a dishwasher in your kitchen, and that you've helped to introduce this new appliance among your friends and acquaintances. To show you our appreciation we're sending you the kind of party apron that Polk-family wives and mothers are wearing—pretty little dress-up aprons that are symbols of enjoyment in the kitchen."

THE RESULTS: The letter and the enclosed party-apron served to convince many former customers that here was a fine organization to do business with. And Polk ended his letter with a paragraph that had just that in mind. "We have a store full of beautiful new gifts, furniture, carpeting and exciting new appliances for you to see . . ." It worked for Polk Brothers.



NOW...FROM THE FIRST NAME IN SPACE HEATERS...

MagiCarpet Heat



Magic Chef "HI-FIre" Series . . . radiant and circulating heat combined in a cool-cabinet heater styled like a Hi-Fi set.

For more than half a century, the Magic Chef name has symbolized the *best* in space heater design and engineering.

Now, Magic Chef brings you another selling plus . . . exclusive MagiCarpet Heat . . . a major advance in gas heating that forces a carpet of warm air to every corner of the room at floor level, giving wall-to-wall warmth from floor to ceiling.

MagiCarpet Heat . . . plus modern, TV styling, with concealed controls and smooth, one-piece back panel . . . means sure-fire heater sales magic.

Get the full story from your Magic Chef salesman or distributor.

Magic Chef®

FRANKLIN, TENN.

GAS RANGES • GAS AND OIL SPACE HEATERS

TESTING PUBLIC REACTION: Consumer preferences and publicity are twin products of department store showings of "custom trend" appliances which may soon be marketed.



QUIZZING THE PROSPECT: In a Wisconsin store Bill Sternier tells interviewers what questions they should ask women who stop in to look at the mock-ups of the new models.



In an attempt to avoid "marketing misfires," Hotpoint has put together a new market research program using techniques like those above. The result is that . . .

The Customers Are Designing These New Lines

A CUSTOMER is not always a consumer. And a prospect differs from a customer. In the appliance business, for example, the dealer is just as much a customer of the manufacturer as the housewife who buys the merchandise.

Conventional market research techniques haven't always taken all this into consideration. That's one reason Hotpoint has made some changes in its approach to market research since reorganization of its sales department last year. And these changes have produced some important new thinking in designing the firm's new product lines. The first tangible evidence of all this will be seen next month when, in a precedent-breaking move, Hotpoint introduces a new line of ranges, replacing models introduced only last fall.

Hotpoint's new approach might be called *customer* research.

But Who Are Customers?

From this view, Hotpoint has three kinds of customers: dealers, prospects and users. User statistics are comparatively simple to obtain, and Hotpoint, along with most of the industry, has been assiduously collecting warranty cards and cataloguing the information they afford since World War II ended. Warranty cards, read regularly, provide their readers with information about most-liked features, about regional preferences, and about sales patterns, to name a few items. About users, Hotpoint knows. The other kinds of customers are—or were—a different problem.

Dealers, for example, are the "prime customers," according to Ed Haines, general manager of Hotpoint's kitchen appliance department. Putting it bluntly, the firm that can't sell dealers is never going to get to the consumer. So dealer preferences, which represent informed opinion and correlate closely to what actually sells quickest, get or should get, plenty of attention. Step-ups, for example, are a feature of a given line that never occurs to the user or the prospect, but are immensely important to the the dealer. In the past, much of this dealer opinion was collected informally at markets or distributor meetings, and for the most part, was opinion about products that already existed.

Prospects are the next most important customers. Cold-bloodedly, you might say that a user is already sold, while a prospect really needs romance. Features are

(Continued on page 84)



ASKING THE DEALER: Hotpoint researcher Stan Peterson, right, listens as Chicago dealer Willie Grossi explains what he wants in a range line.

Speakers like G-E's Rieger . . .





. . . Westinghouse's Witting . . .

and EEI's McAfee



laid it on the line for utility executives attending EEI's 24th annual sales conference. Their message. . . .

It's Really Time To Sell

ABOUT 800 utility executives from all across the nation gathered in Chicago for the 24th EEI Sales Conference in a somber enough mood that they applauded speakers who bluntly told them they had to fish or cut bait on such sacrosanct matters as the percentage of sales devoted to advertising and promotion (it's too low now), the assistance they gave dealers and contractors (also too little), and their unwillingness to add "inconvenient" load.

One speaker in particular—Charles Rieger, G-E vice president and chairman, NEMA's major appliance section—laid it on the line. In his opinion, it's the utilities' turn to foot some bills. With the profit squeeze on in earnest at all three levels of the appliance business, there's no chance that dealers, distributors or manufacturers are going to increase spending. With the economy on a plateau and competition, particularly from gas, working harder than ever to get what business there is, there must be more utility promotion, said Reiger.

Among the unpleasant facts and figures trotted out to support this view, Rieger pointed to the American Gas Association's $3,664,000 advertising budget as compared to EEI's $337,000, an 11-to-1 ratio. And he pointed out that in 1957, electric appliance manufacturers spent $40,000,000 in advertising, a 68-to-1 ratio over the gas appliance manufacturers' and expenses.

He pointed to the utilities' fine record with the refrigerator, and then to a more limited showing with ranges and water heaters. One of his suggestions: utilities should consider providing service entrances—like the phone company does instruments—as inadequate wiring is the biggest stumbling block.

In closing, Rieger introduced a new zonal heat pump unit, the Thermaline, which installs through the wall and inconspicuously provides either warm or cool air at the flick of a switch. This, too, got applause—and a swarm of questions. Its introduction here underscored another Rieger point: utilities should start now to promote electricity for year-round heating and cooling, all over the country.

In not-so-blunt terms, Chris J. Witting of Westinghouse made substantially the same points in his later address to the EEI group, and earlier, opening the general sessions of the conference, EEI president J. W. McAfee had issued another call to arms, saying that "a half-supported sales effort is a sure loser," and that when he recommended closer looks at sales budgets, he did not do so with the idea that they should be reduced.

Further evidence of the "time to sell" feeling came with the speeches of R. E. Boian, manager of the LBE program, and G. W. Ousler of the Duquesne Light Co., Pittsburgh, Pa. Boian pointed out that the Live Better . . . Electrically program had seen some $110 million spent over three years, and that it was successful and did the job, and that, in his opinion, it was time for it to become an industry-wide program, both in sponsorship and financing.

G. W. Ousler, appearing immediately thereafter, outlined EEI's activities in exploring this possibility. Ousler's committee, over an eighteen-month period, has come to the firm conclusion that EEI should take over, that it should finance the program with money from utility members, and provide a "core" program for members and the rest of the industry to tie-in with. This decision yet remains with EEI's board of directors, which meets in June. If Ousler's committee's recommendations are accepted, it will mean that LBE will get some changes in approach, but that the words "Live Better . . . Electrically" will remain and get, probably, even heavier use. According to Ousler, the "core" program now recommended will cost from $2 million to $2½ million a year.



Other speakers on the program included M. G. Kennedy of Ebasco Services, Mrs. Elizabeth Sweeney Herbert of *McCall's* and B. J. Lange of *Life*. Luncheon speaker on the final day was Don G. Mitchell, chairman of the board and president of Sylvania. *End*

EEI's OUSLER had a proposal.



LBE's BOIAN had a solution.





5-year Warranty speeds Hotpoint freezer sales!



Hotpoint Freezer Dealers can top off the most convincing sales story in the business by offering customers a 5-YEAR written Warranty against food spoilage due to mechanical failure.

In fact, Hotpoint Freezers are so well built and insulated that the non-spoilage Warranty even covers a 48-hour period if there is an outside power failure.

To potential purchasers, this Warranty is convincing assurance of Hotpoint's superior dependability, engineering, and construction.

Hotpoint superiority is based on a wealth of features—ALL ALUMINUM liners, shelves, and coils —famous Thriftmaster® Unit—automatic temperature control—shell type condenser that protects against sweating. They all add up to greater Dependability and greater Sale-Ability.

Hotpoint Dealers can satisfy every customer with the most complete line of upright and chest models in the industry. Get into this profitable business—contact your Hotpoint Distributor today!

Hotpoint Dealers' profit opportunities are greater than ever before . . .
If you're not a Hotpoint Dealer—you should be!

Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)

HOTPOINT CO. *(A Division of General Electric Company)*, CHICAGO 44, ILLINOIS

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS
CUSTOMLINE • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION

FASTER SALE·ABILITY!



WOMEN IMMEDIATELY RECOGNIZE THE ABILITY OF HOTPOINT REFRIGERATOR-FREEZERS TO SERVE THEM BETTER

MOVE·ABILITY

One of the greatest sales features of the year. Hotpoint Refrigerators on rollers . . . roll out for cleaning—for retrieving lost objects—for changing kitchen layout.

CLEAN·ABILITY

Everything can be removed easily. Smooth porcelain enamel interior and rod-type shelves can be wiped clean quickly, just like a china dish.

DEPEND·ABILITY

The result of 2 separate cooling systems, Ideal Humidity Refrigerator Compartment, Frost-Away Automatic Defrosting, Cold Control, Thriftmaster® Unit, and a 5-Year Protection Plan.



ALL THIS FOOD goes into the Hotpoint EW12 Refrigerator-Freezer . . . MORE THAN ANY OTHER major competitive model of comparable size!

Maximum capacity is the feature that ALL women want the most in a Refrigerator—and that puts Hotpoint Dealers in a powerful competitive selling position. They can actually prove that Hotpoint Refrigerator-Freezers hold more fresh and frozen food—more fruits and vegetables—more dairy foods—more tall bottles—more everything!

Hotpoint offers greater *stor*·ability—*clean*·ability—*depend*·ability—*access*·ability—plus exclusive *move*·ability. All of these "abilities to serve customers better" add up to faster *sale*·ability for Hotpoint Dealers!

Hotpoint Dealers' profit opportunities are greater than ever before . . .
If you're not a Hotpoint Dealer—you should be!

Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)

HOTPOINT CO. *(A Division of General Electric Company)*, CHICAGO 44, ILLINOIS

ELECTRIC RANGES · REFRIGERATORS · AUTOMATIC WASHERS · CLOTHES DRYERS · COMBINATION WASHER-DRYERS
CUSTOMLINE · DISHWASHERS · DISPOSALLS® · WATER HEATERS · FOOD FREEZERS · AIR CONDITIONERS · TELEVISION



NEW HOTPOINT LW42 DELUXE (AT LEFT) FEATURES—

- Full-Time Built-In Lint Filter
- Two Separate Washing Cycles
- Pushbutton Wash Temperatures
- Automatic Pressure Fill
- Pre-Selected Wash Time
- Automatic Sediment Swirl-Out
- Sanitary Solid-Wall Tub
- Coaxial Transmission
- All Porcelain Inside and Out

NEW HOTPOINT LW47 SUPER DELUXE (AT RIGHT) OFFERS ALL THE LW42 FEATURES PLUS—THESE STEP-UP ADVANTAGES—

- Pushbutton Selection of Three Wash and Two Rinse Temperatures
- Choice of Economical Cold Water Washing
- Pushbutton Partial Load Control
- Deluxe Color-Styled Control Housing
- Attractive Red Thriftivator

Hotpoint introduces two new washers...

WITH THE RIGHT FEATURES AND PRICES TO SELL

50% to 70% of

Your market!

With these new Hotpoint middle-of-the-line models, you'll sell the majority of prospects who come into your store!

Sales can be made quickly and profitably, because the brand-new LW42 and LW47 offer the features and the prices that most women want today—as determined by an up-to-the-minute consumer survey.

These two high-quality, moderately-priced Washers put you in the perfect position for maximum sales volume—and for extra sell-up profits! LW42 and LW47 fit in the middle of the great Hotpoint Line. It's easy to sell *up to* them from the economy model—and sell *up from* them to the luxury models.

Ask your Hotpoint Distributor about LW42 and LW47 Washers today—you'll be glad that you did!



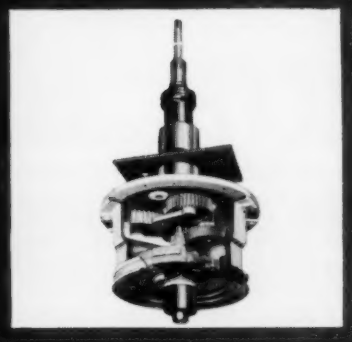
Here are two top quality features that put LW42 and LW47 away ahead of competition!

FULL-TIME LINT FILTER

. . . automatically traps lint during wash and rinse cycles. Conveniently built-in, easy to remove and clean.

COAXIAL TRANSMISSION

. . . Hotpoint's new transmission requires fewer working parts—makes operation smoother, quieter, more efficient.



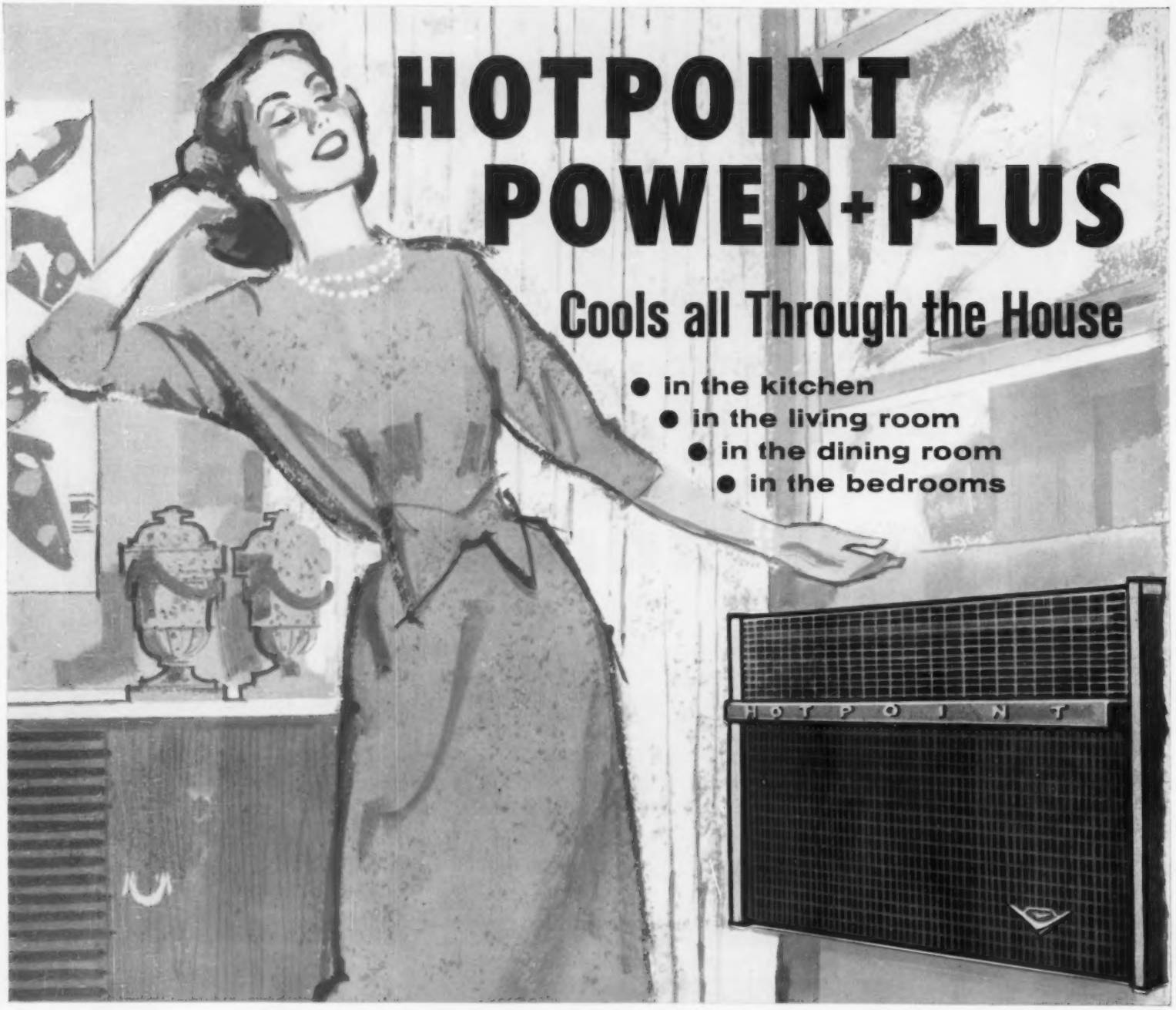
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CUSTOMLINE · DISHWASHERS · DISPOSALLS® · WATER HEATERS · FOOD FREEZERS · AIR CONDITIONERS · TELEVISION



GREATER COOLING POWER gives you GREATER SELLING POWER

Hotpoint Multi-Room Air Conditioners are so powerful that they cool as many as 5 average rooms where free air circulation is possible – yet they're quiet as a breeze!

There are three Multi-Room Models – with ratings up to 16,000 BTU's. Each features such sales advantages as the 2-speed "Silent Circulator" Fan . . . permanent Electrostatic Filter . . . Pushbutton Controls . . . 5-Year Protection Plan . . . and many others!

AND THERE ARE THREE POWER + PLUS PORTABLES – WITH EXTRA COOLING POWER—UP TO 8,000 BTU's!

Your customers can install them in just 5 minutes – no lost sales due to installation delays! Most important, they have the power to do a first-rate cooling job – and they also double as dehumidifiers. 3 models with ratings up to 8,000 BTU's.

Hotpoint Dealers' profit opportunities are greater than ever before...

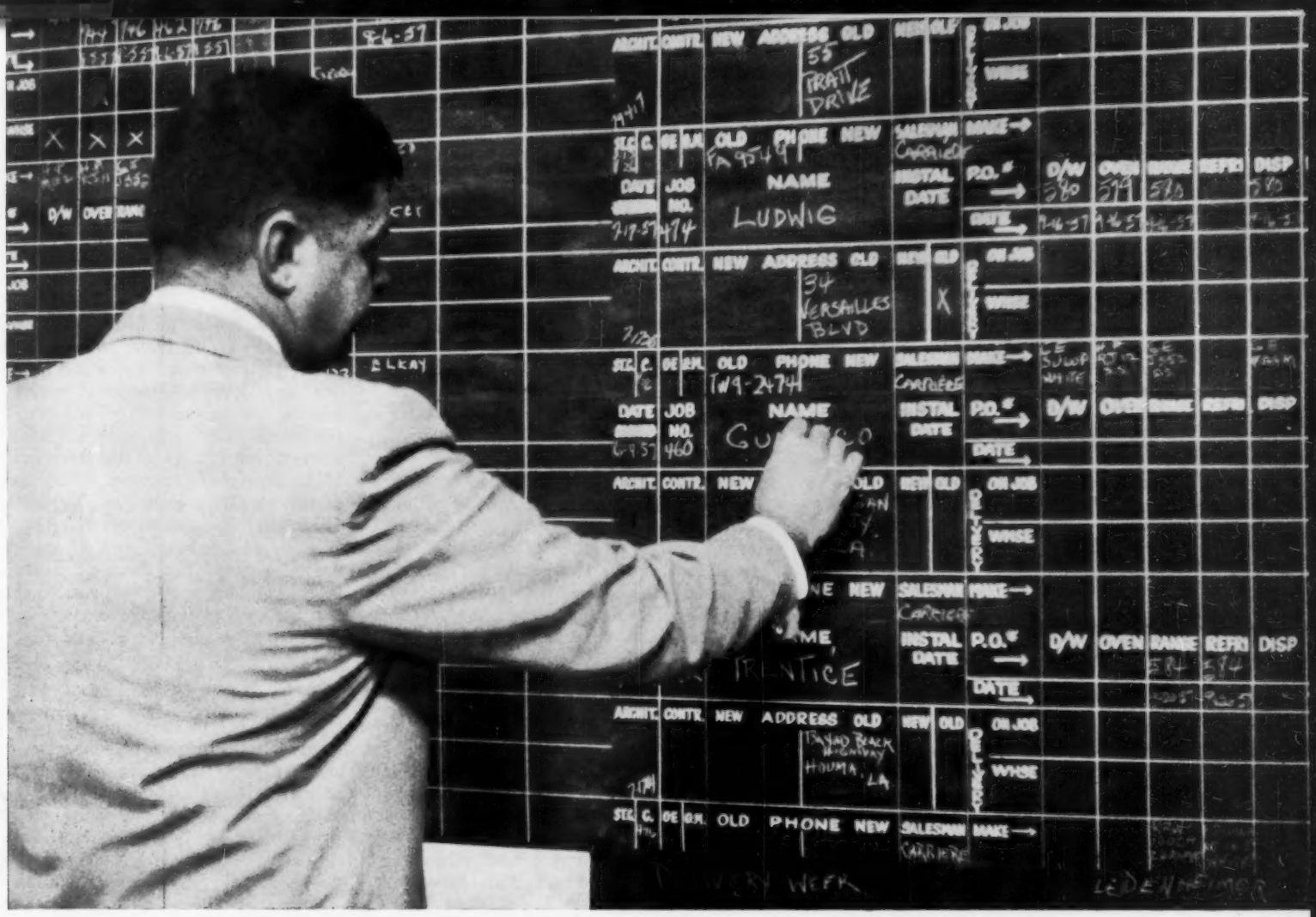
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CUSTOMLINE • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION



Close attention to detail has paid off handsomely for New Orleans dealer Cameron Gamble, above. He sells 90 to 100 kitchens a year at an average price of $2500. One big reason for his success is that he has

KITCHEN merchandising

A SYSTEM FOR SELLING KITCHENS

IT'S the little things in life that count, even in the kitchen business. If you don't think so, just ask Cameron Gamble of New Orleans. The Louisiana dealer has found he must pay close attention to details—from seeking out of prospects to the finished job.

Because Kitchens By Gamble is a highly organized operation from beginning to end, 93 kitchens were installed in 1956 at an average price of $2,537. In 1957, Gamble will exceed 100 sales at an even higher average.

Gamble doesn't doubt that a good salesman can sell a kitchen, but he does insist that he must be able to take care of the many other problems that arise in a business that is definitely a specialty.

There are, says Gamble, five stages in completing a kitchen job and he and his three salesmen are involved during each stage: promotion, development of leads, development of sales, ordering and installation, and collection.

To help his salesmen cover each of these points, Gamble has worked out a detailed system. Here's the way it works:

I. Promotion

Newspaper advertising and home shows are the most effective means of securing leads. During 1956, Gamble ran over 11,000 lines of advertising in local newspapers, no ad over 300 lines. This assured consistency. In order to secure maximum exposure, inserts were run in Monday, Tuesday and Wednesday issues —usually the week's smallest papers. "No point in competing with grocery stores," Gamble points out.

Ads are educational and nearly always picture a kitchen display. Though Gamble employs an advertising agency he does utilize his own ideas and those of his salesmen in order to benefit from experience. By prominently displaying his Kitchens By Gamble signature, he's

MORE ▸

A SYSTEM FOR SELLING KITCHENS Continued

slowly developing the store's personality. This will be accented shortly by inclusion of a weekly column, "Come Into The Kitchen," in the rotogravure section of the New Orleans Times-Picayune.

Home shows are extremely effective lead getters. Two working displays—complete with food and accessories—worth $2,000 are manned at all times by store personnel. Gamble actually has sold several kitchens on the spot.

Radio and TV have not been effective. They don't give a person a chance to pause and think as can be done while browsing through a newspaper. No cold turkey mailers are sent out. Gamble tried this 3 times, with 500 mailers each time, and didn't get a single reply—in spite of the fact that promotional pieces went to selected, high income neighborhoods.

Dodge Reports and the *Daily Journal of Commerce* provide some leads, but no contacts are made on homes costing under $25,000. Builders are not contacted. Gamble feels they are too price conscious and don't have any loyalty to the kitchen dealer. On the other hand, architects and individuals building their own homes are called.

Still another source of leads are the two cabinet manufacturers whose products Gamble sells—Coppes-Napanee and St. Charles. When these firms get requests for information, names are turned over to Gamble for answering.

II. Developing the Lead

Developing the lead is an important aspect. It's at this point that a dealer can waste time and effort that best can be devoted to closing the sale.

With leads in hand, Gamble begins a 3-point mail program. The first mailing consists of a piece of literature about one of the two kitchen cabinet lines the store carries. If no response is received, a second mailing on the other cabinet line goes out. Manufacturers supply the literature. The third mailing is a personal letter from Gamble along with a card to determine a prospect's interest—now or in the future. If the card is returned marked "future," it's put in a separate file for future mailings or calls by salesmen. If no card is returned, salesmen call the prospect by telephone to determine interest.

If the prospect indicates immediate plans to build or remodel, a salesman calls for an appointment. This is when the qualifying process begins. After his initial call, a salesman places the prospect's name on a blackboard in Gamble's office to show if the prospect is poor, fair, good or excellent. Space is provided for other pertinent information such as when contacted, salesman's comments, etc.

Gamble tends to discourage persons interested only in price, not quality. The dealer believes that a cheap job is a poor one and does not properly reflect his talents, nor does it help get future work. He avoids price until prospects visit the store to see quality of the merchandise. If a prospect's interest is legitimate, further qualifying is done by utilizing a unique questionnaire Gamble had printed. The primary aim of the questionnaire is to pin down the prospect, determine how much thought has gone into her own planning. For example, one question asks, "How long have you been thinking about a new kitchen?" Another asks if a scrapbook has been kept or any rough plans made by the prospect.

Because people frequently think a kitchen job comes cheap, Gamble gets down to brass tacks in asking about features desired in the cleanup area, mixing and food preparation area, cooking and serving area and in the general kitchen area. If people have fairly definite ideas, chances are they really are in the market.

There are other questions which help

EXCELLENT SOURCE of leads for kitchen prospects are home shows, says Gamble, shown here in his firm's booth at New Orleans Home Show. Two working displays worth $2000 are used.



the salesman determine a prospect's needs, but then there are some questions which help remind the salesman to show a user list, leave booklets and even a parting statement for him as well as a reminder to pick up his ruler and samples.

From here, the salesman can either utilize house plans or check the present kitchen to get measurements and to determine the extent of work required. The final page is for estimating cost on the basis of a rough plan. This is for the salesman to use after he's convinced a prospect seriously wants a new kitchen.

III. Developing the Sale

At this point, Gamble reaches the development of sale stage. After making up the estimate according to what Mrs. Jones wants in her kitchen, figures are presented by the salesman—item by item. Gamble terms this the "shockproof treatment." For example, he'll tell Mrs. Jones she can have a particular cabinet at such a price. But, he'll also suggest she can have this extra benefit (perhaps different handles) for just a few dollars more.

"A prospect's not afraid of a few dollars and they don't add up a kitchen's cost mentally. Thus, if Mrs. Jones tells me she wants the extra benefit, I put it down on my estimate sheet. Then I add it all up. If she's upset by price, I have a way to cut her cost by going back to our original, less expensive item—minus the extra benefit. Invariably, then, I can help further the sale by trimming the cost and still give her a top quality kitchen," Gamble explains.

All this is just an estimate on merchandise and does not constitute a firm bid for the overall job. This isn't done until Gamble's contractor goes out to a prospect's home or sees the house plans and estimate is given the dealer. Once done, Gamble presents a firm price for the entire job.

At this point, too, Gamble's "shockproof treatment" can pay off. Suppose a prospect is not at all unhappy about the price of merchandise, but figures that a contractor's price might have been less. Gamble has two outs here. He can either suggest some substitutes in merchandise or he can urge the prospect to see if she can get her own contractor for less.

IV. Ordering and Installing

With seven complete displays making up the store's inventory, customers can select merchandise without reverting to brochures. There are occasions when Gamble does this, but they are rare and customers are willing to s by picture because of similarity to actua plays.

By maintaining his display s inventory, Gamble can impress cu ers with the fact that items are custo dered for the individual family. Besides, the dealer reasons, you can't possibly stock every conceivable size cabinet. They have to be custom made. Since it takes 10 weeks to order most cabinets, it is not unusual to secure enough appliance orders in the meantime from other customers so that he can order in lots of 6 or 12 and lower his cost.



BEFORE FIRM PRICE is quoted on kitchen, prospect is asked to personally select all components, including hardware for cabinets (above). This helps prospect understand what she is getting for money, eliminates later argument.

All merchandise comes in within a two-week period so that the contractor has time to plan his own schedule. He doesn't actually begin work until merchandise on hand warrants it.

Another blackboard, incidentally, charts the progress of a job. Alongside information about the customer is space for listing of cabinets and merchandise ordered, when ordered and when delivered, installation date and progress of installation. The board serves as a quick check and also aids the contractor in determining his schedule if Gamble or his salesmen are not available for immediate consultation.

The contractor handles the entire installation, securing sub-contractors when necessary. Gamble, however, assumes overall responsibility since he's the one who has to please the customer. To define responsibility and avoid misunderstandings, the customer signs one contract for merchandise and another for installation. Both are completely detailed and the contractor is held responsible for the exact terms of the contract. By getting down to the most minute of details, both Gamble and the contractor avoid the argument from Mrs. Jones that she "understood" such and such an item was to be included.

Sometimes these misunderstandings do arise but the contract eliminates costly changes or additions. If it's a minor item that involves the contractor, Gamble may tell him to satisfy the customer and he'll pay. If it's an expensive item, Gamble can show the customer that it wasn't in the contract and suggest she discuss it with the contractor.

Each party—buyer, seller and contractor—get copies of all contracts.

V. Collections

The final stage is in collection. Here, Gamble minimizes the chances of trouble. Twenty percent of the full contract price is required at the time of signing. Eighty percent of the balance is required upon delivery of the merchandise and before actual installation. This accomplishes two things: First, it helps Gamble pay for merchandise promptly and, second, it puts the store ahead of the game by operating on the customer's money. Balance is required upon completion of the job. *End*

In this section . . .
every month . . .
you learn

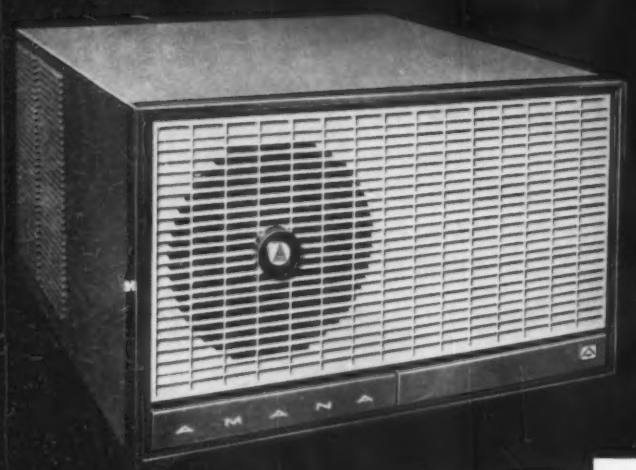
ALL ABOUT KITCHENS

North, south, east and west, Electrical Merchandising's field editors across the country are uncovering profit-making ideas on selling kitchens . . . ideas you can use. Next month, stories on distributor and dealer activities in San Francisco and Birmingham, Ala., Watch for them in BETTER KITCHEN merchandising

Amana® THE MOST AIR CONDITI

New Designs—Priced to Guarantee Leadership in Every Market!

No other line offers so many outstanding models and such a wide range of full-profit prices. No matter what your market demands, you have the answer in product and price!

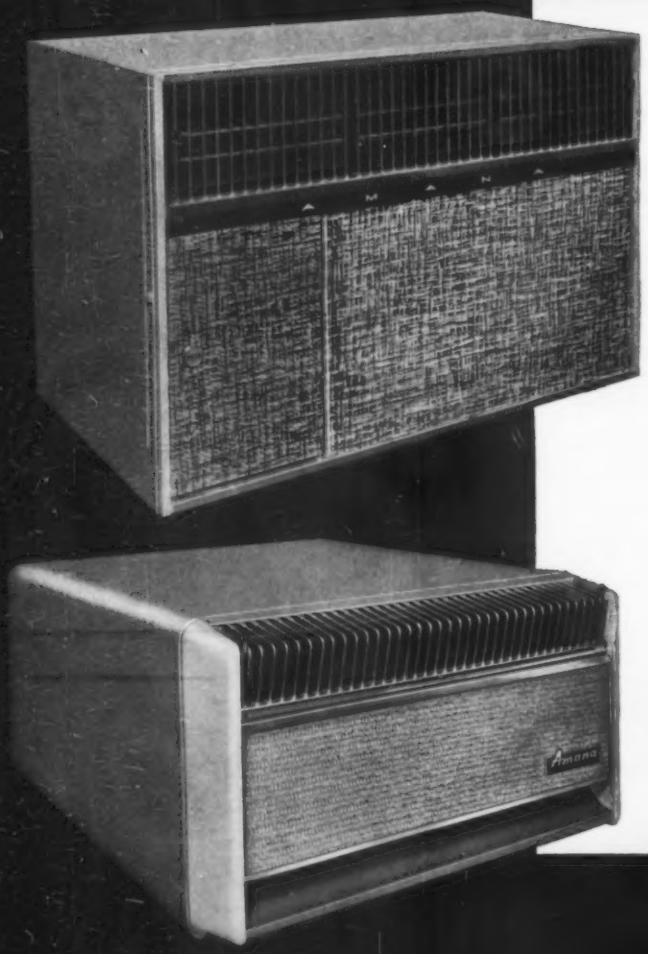


THE Amana® Year 'Round

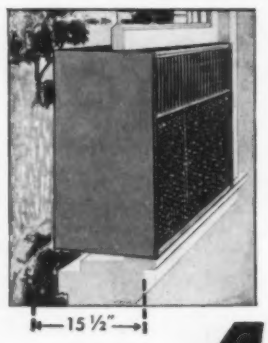
Your customers will marvel at the way it actually thinks for itself! Supplies either cold or hot air automatically to maintain the temperature previously selected. Revolutionary reverse cycle heat pump provides heat without costly-to-operate electric heating coils. Packed with the most exciting, sales-making features ever offered. Available in 1, 1½ and 2 h.p. models.

THE Amana® Air Command

Completely automatic operation. Adjusts itself to maintain the temperature selected. 2-speed Fan provides high speed for maximum cooling and low speed for night cooling with whisper quiet operation. Air Deflector Grille rotates a full 360° to provide even flow of cool draft-free air in any direction. Available in ¾, 1, 1½ and 2 h.p. models.



THE Amana® Slim-LO



The most beautiful air conditioner you've ever seen! Just 15½ inches deep so there's no overhang inside or outside window... no interference with drapes or curtains. Another Amana quality product that adds an extra dimension to your sales. Available in ¾ and 1 h.p. models.

THE Amana® DECORATOR



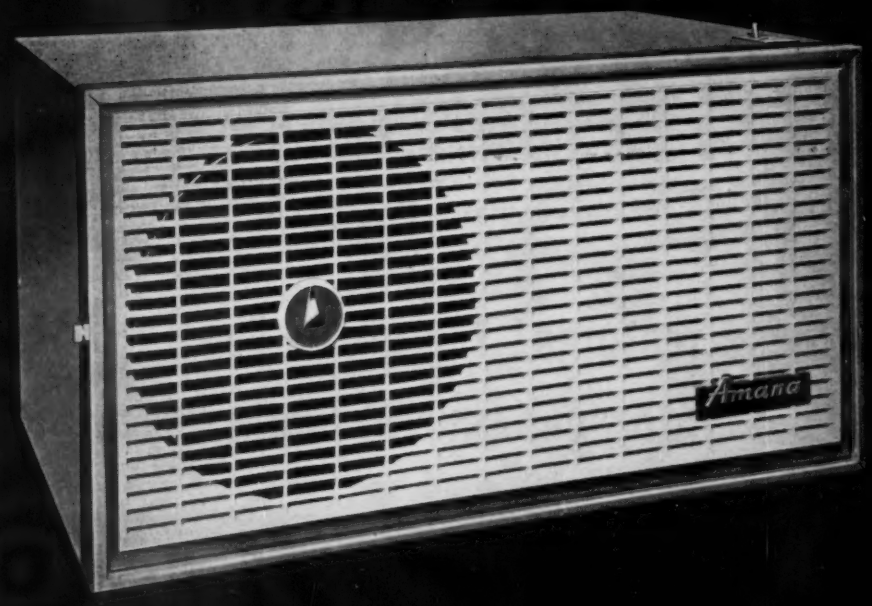
Today's most fashionable air conditioner! Panel fabrics can be changed in minutes to match any room's decor. A style leader that leads to extra sales. Available in ¾, 1, 1½ and 2 h.p. models.

HARMONIZES WITH ANY ROOM.
Blends with drapes, slip-covers or other furnishings.

Amana®

Backed by a Century-Old Tradition of Fine Craftsmanship

COMPLETE, MOST PROFITABLE ONING LINE FOR 1958!



THE *Amana Compact*

Never Before So Much Cooling Capacity In So Compact A Unit!

A great new Amana quality-built air conditioner comparable in size to the so called portables but with 2 to 3 times the cooling power. The Amana COMPACT gives "big unit" performance though its cabinet is just 13¼ inches high, 25 inches wide, 16¾ inches deep. And this 1 h.p., 7.5 amp unit needs no special wiring*—just plugs into any convenient outlet. You'll dominate the market price-wise against *any* competition and still get top mark-up with the Amana COMPACT!

*Where local codes permit.

Amana® OFFERS A COMPLETE MERCHANDISING PROGRAM TO BOOST YOUR SALES WITH THE 3 BIGGEST EXTRAS IN AIR CONDITIONING TODAY!

1 Completely new installation system . . . the simplest known . . . takes half the normal time, cuts cost to a minimum. You can profit on *every* installation.

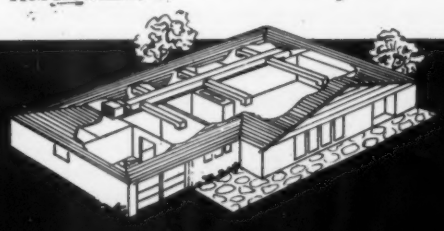
2 The Amana is the quietest of all air conditioners. Dramatic side-by-side tests with any other air conditioner will prove it to your customer. Yet Amana units actually move a much greater volume of air with their completely new type fan assembly.

3 Although all Amana air conditioners are quality-built to outperform all others, they are most competitively priced. Yet you enjoy a full profit on every model. This year's Amana Air Conditioner line makes *you* the competition!



Want a fabulous free trip to gay Paree? Ask your Distributor for complete details.

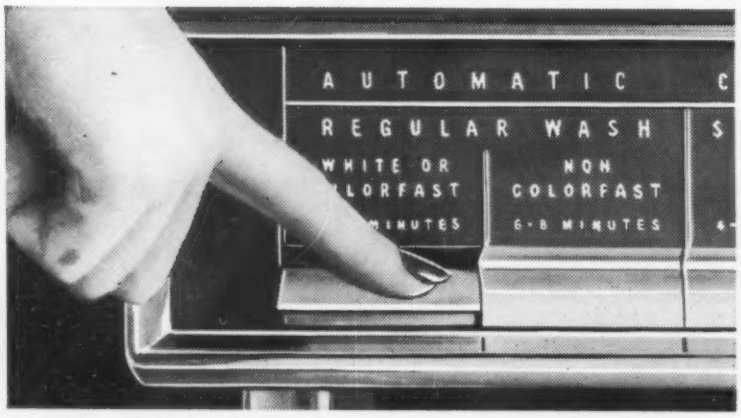




Amana's NEW LOW COST CENTRAL AIR CONDITIONING

A tremendous profit opportunity for you! Ask your Distributor about Amana's complete merchandising approach for the big unit sales—big unit profits.

AMANA REFRIGERATION, INC., AMANA 16, IOWA



"ONE-TOUCH" FABRIC KEYS. Sell the brand-new unequalled feature that makes the General Electric Filter-Flo Washer the most *automatic* on the market! Touch one key—it pre-sets the right wash and rinse temperatures, wash and spin speeds, for each fabric type.



FILTER-FLO WASHING EFFICIENCY. Sell the filter that can't clog . . . can't impede water flow. The filter pan is easy to clean . . . easy to use. Lint collects in tidy rolls. No brushing required. Sell the filtering system proved in over a half-million homes.

No other washer has all these features! Top-of-the-line General Electric Filter-Flo® Washer with "one-touch" fabric keys!



DETERGENT DISPENSER CONVENIENCE. Sell the doubly useful, big round G-E filter that makes a detergent dispenser, too. Dissolves it evenly throughout the wash guarding against discoloring lumps. And there's no waiting for water to fill before putting in the detergent.



NEW RINSE CONDITIONING. Sell the rinse dispenser on the 1958 General Electric Filter-Flo Washer. A fabric or water softener is poured into the dispenser at the beginning of the wash. During the rinse, clothes are automatically conditioned . . . come out soft.



KING-SIZE CAPACITY. Your customers get over 50% more clothes capacity compared with many other washers. Holds up to 10 pounds of family wash or 60 diapers. For small washes, the Water Saver Control saves up to 20 gallons. Model with Suds Return System also.



SIMPLE STRAIGHT-LINE STYLING. The modern styling of the new General Electric Filter-Flo Washer and matching Dryer (models WA-950R and DA-920R) fit in with any type of room décor. Start with General Electric dependability and then sell *all* of the features.

Call your distributor today.

General Electric Company, Appliance Park, Louisville 1, Kentucky.

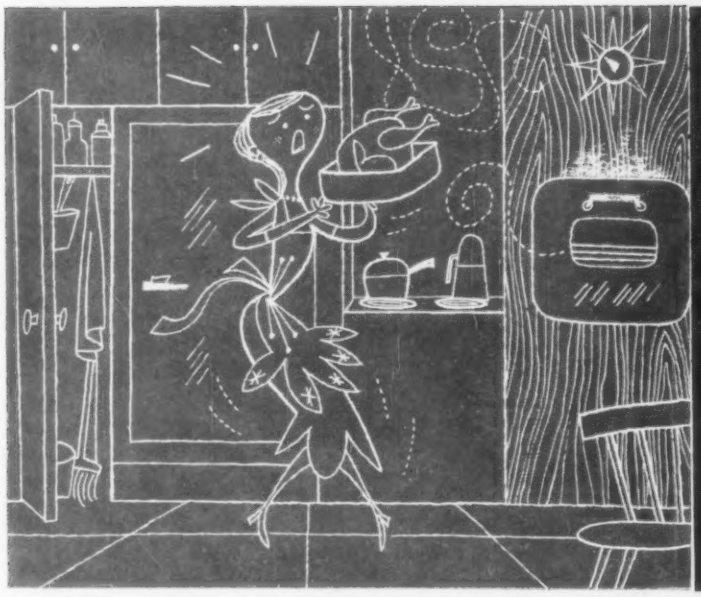
Progress Is Our Most Important Product

GENERAL ELECTRIC

Built-ins are fine, says this well-known woman's consultant, but too often consumers—and dealers—are careless about locating them properly. The result is a kitchen in which there's no storage area, no work room, and no place to put down a hot dish.

That's why the author urges dealers to . . .

Give Me A Dream Kitchen . . . Not a Nightmare



THE NIGHTMARE: Few convenient work surfaces, cabinets located for appearance rather than utility, and easily stained wood paneling around oven



THE DREAM KITCHEN: Plenty of "right-at-hand" work space, practical placement of cabinets, and installation of oven in easily cleaned surface

By BERNICE STRAWN, CONSULTANT, FORMERLY EQUIPMENT EDITOR, WOMAN'S HOME COMPANION

MANY a so-called dream kitchen is full of snares for the unwary. And a built-in may be the hidden demon.

Built-ins don't solve all kitchen planning problems. They often create them. But first, let me say, I'm not against them, I like them but they have to be placed right or a dream kitchen turns into a nightmare.

It's true, women go for these beautiful appliances. They think they're modern, easy to clean and make room for more storage. On that last point I strongly disagree, but more about that later.

When Mrs. X. wants to remodel her kitchen, she starts leafing through magazines, clipping ads and stories and shops the dealer displays. She's hunting for ideas to put in her kitchen. She's on the brink of a big mistake, but how is she to know.

She may have clipped an ad running in mass-circulation magazines this year which shows an irresistible kitchen with a built-in oven in the middle of an elegant wood-paneled wall. This picture would certainly arouse the "that's-for-me" impulse. But after a few weeks working in this kitchen she would change her tune to "I've had it!" What's wrong?

Let's imagine Mrs. X is about to serve dinner. She takes a piping casserole out of the oven and it's getting heavier and hotter by the second. She wants to set it down right away. But where? The nearest landing stage is at her back, on the opposite wall. And at the crucial moment, Junior bursts into the room with his dog. What we have here is a diagram for disaster. Every cook needs a counter at least 12 inches wide right next to the oven, to set down the casserole or sizzling steak—immediately.

Multiply this situation by five or six times each week and you have Mrs. X complaining to her neighbors that she doesn't like her kitchen. What's the matter? Oven doesn't bake well?

Oh no, it bakes perfectly, but—

She needs more surface units?

No, she has plenty, but—

All that equipment looked so attractive but now that she's working in her new kitchen she realizes the layout is all wrong. Attractive as it may look, an oven in an expanse of a wood-paneled or brick wall provides no place for a handy landing stage. And for another thing, the oven door is left ajar when meat is broiling, escaping vapors are going to discolor the wall a little bit and it should be easy to wipe off. So Mrs. X will be disgruntled because the oven is installed in a surface that foils her spic and span standards; and second, she's a long way from home plate when she's ready to serve hot food to the family.

Take the case of Mrs. Y. She looks at

(Continued on page 91)

May Promotion-of-the-Month!

SYLVANIA TV

Yours to offer

FREE

The world famous

BENRUS

·Sea Titan The watch that was "towed around the world under water"...or

·Lady Jeanette

VALUED AT $62.50

- Famous Benrus 17-Jewel Precision Movement
- Handsome matching expansion band
- Beautifully gift packaged

A proven sales-clinching offer, timed perfectly for the gift-giving season—Mother's Day, Father's Day, Graduations and Weddings.



with the purchase of

SYLVANIA Convertible TV

Award-winning SYLVANIA Convertible TV. Like two sets in one—a beautiful Console for the living room, a powerful portable for the den.

It's the perfect combination of maximum merchandising flexibility and minimum inventory investment

Six beautiful furniture ensembles enable you to change from lowboys to consoles to table models at virtually no cost.

Call your SYLVANIA Distributor

See how you can get these world famous Benrus watches for as little as $4.00 with the Promotion-of-the-Month.

Custom console 501

Powerful National Advertising Support will direct customers to stores displaying this value-of-the-month symbol.

WE FEATURE SYLVANIA TV · RADIO HIGH FIDELITY

See Walter Brennan and The Real McCoys announce this sensational watch offer May 15th.

NOW'S THE TIME TO BE A SYLVANIA DEALER

COLOR TV TAKES ON A NEW SPARKLE

STORY STARTS ON PAGE 51

He expects to sell 70 color sets in 1958.

Color Sales Experts

County Hardware, Mount Vernon, N. Y. trains its salesmen to be color-TV experts. The firm has a compact color studio, simulating living room atmosphere, and when it pushes sales gives customers what they paid on old TV toward purchase of a color receiver.

Salesmen of Price Furniture & Appliance, Detroit, Mich. all have color sets in their home to help their specialty selling.

Dittman's House of Television, Cleveland, O., bears down heavily on customer satisfaction, guarantees exchanges, even to black and white sets, if customers are not satisfied. Results: salesmen have greater success closing color sales.

At Kenwood Television Studio, Inc., Milwaukee, servicing has become so good on color sets that the firm meets little resistance on that score anymore.

Another Milwaukee dealer is selling three to four color sets a week, primarily by taking a $750 set and selling it for $499.95, with trade and including service. However, this dealer has found that customers will pay the premium necessary for late models.

Price and Satisfaction

In Minneapolis, a dealer who feels the town is still in its color growing pains finds he can sell leader models with a heavy ad budget.

Gene Tunney TV in Dallas, SOS Radio Service in Houston and Radio Lab in Lubbock all are selling color as the "biggest value on the market" and by using satisfied buyers to see color in the home. S.O.S. TV Co. in El Paso has a color theatre that draws 250 people per show into its store, and Kilgore TV Sales & Service of Kilgore, Texas is selling 95 percent of all home demonstrations.

Sam Gordon's Appliance Supermarket in Madison, N. J. has moved 500 sets in the last two years, and now averages one color set in four of comparable 21-inch B & W models (i.e. exclusive of portables). Gordon finds demos, in-store and in the home, the only way to really sell color.

"Only programming is holding back color now," says Gordon, finding fewer service complaints and a willingness on the part of consumers to step up from $450 to $650 and $700 for furniture class sets and a service contract.

Dealers as widely separated as Barnett's Shopping Center in Bellbrook, Ohio, Crabb's Town & Country Store in McPherson, Kan., and Hanson Television in Leesburg, Fla. consider they're getting the jump on competition by pushing color now.

And Bufkin's Radio & TV Service in Bay St. Louis, Miss. (Pop. 5,000) sold some 50 sets in 30 months, mainly by demonstrating in the home, followed by a serious and prolonged sales story. Dealer Bufkin relies on direct mail card run off on a duplicator and on bill stuffers every other month.

Dealer Bob Shelley of Atlanta, Ga. uses a combination color-TV and hi-fi room, ideally fitted for the best sound reproduction, to concentrate on in-store demos. Mailings of 5,000 invite customers in, or offer to put a set in the home if they can't come to his store.

The House Furniture Market in Montgomery, Ala. favors the home demonstration approach, but refuses to put through a home demo unless a prospect's credit checks out favorably.

Johnson Brothers of Baltimore doesn't solicit home demos. The firm stresses service, every day, same day, and even at night, and sells a $99.50 service policy with each set. It concentrates on in-store demos, using testimonial letters of some 100 dignitaries who bought the first sets in the city, plus names, addresses and phones of all satisfied owners of two years or more. The firm sells everything at list, except for specials and promotional numbers, and shies from inflated trades. As many as 13 sets have moved in a single day, and William E. Johnson, president, says they've "sold hundreds of sets." Despite an acknowledged scarcity of programming, Johnson nevertheless insists, "Any dealer who doesn't equip himself to sell color should not remain in the TV business. The whole future of the business lies in color."

Color Sets On Loan

Jim Fulford of Fulford's Colony Radio & TV, the man who calls himself "Mr. Color-TV of Washington," sold 300 sets in 1957, hopes to hit 450 or 500 this year. His first law is to stock from 15 to 30 sets at all times, display 18 to 20, about 12 of them in operation in a special color room. He also uses his service department as a sales wedge, sending out a color set each time a B & W is brought in for repair. He'll let sets out as much as 10 days to prolong the selling negotiation, and 50 percent of sets so placed stay sold. However, he sells at low key, advising in-store prospects, "I'd rather you would try the set in your own home and convince yourself." Fulford takes a minimum of $80 gross on each sale (excluding trade resale) and works as high as $200. On good buys he allows healthy trade allowances, even up to $200 and $300. He is a heavy promotional dealer. Last year he spent $9,000 on radio spots (25 one-minute a week over 2 to 5 stations) and TV spots (4 to 5 a week over WRC and WTTG). His mailings run from 5,000 to 10,000 pieces, and he promotes the NBC peacock on all such mailings, letterheads, envelopes, truck decorations, and so on.

Door-to-Door Sales

In New York, the Sunset Stores have for several years found it highly profitable to contact restaurants, clubs, private organizations, and otherwise push the sale of color through a crew of some 15 outside specialist salesmen. And Stevens, of Woodside, Long Island, has been conducting special theatre parties, to bring invited guests into his theatre salon and the special salesrooms next door.

In Chicago, Sol Polk's seven stores are moving 200 color sets a week, at a ratio of one for every eight B & W sets. Polk has set up a separate sales manager in charge of color, with three special contact people to make phone and mail contact and follow-ups.

Prestige Still Potent

At Liberty Music in New York, one of the leaders in color sales since its advent on the market, that prestige house uses no spectacular gimmicks. "We exhibit a representative line on the sales floor, demonstrate them in the store, and our salesmen reflect confidence and enthusiasm for the product," says a spokesman. It conducts no free home trials. In the last analysis, it sells color as something worth having.

Out in Nassau county, the six stores of Newmark & Lewis seem to be taking a similar tack. Fifteen models are on display in each of six stores, and ordering and warehousing is done in quantity. The firm services its own sets, and all salesmen talk up color and sell it with the confidence they feel it deserves.

Other Nassau dealers active in color constantly search for specific profitable appeals. Royol Appliances City in Freeport, for instance, found that offering a dinner at Guy Lombardo's for two was instrumental in firming down additional home demonstrations and eventual sales.

Display, Service, Home Demo

Gerhard's, Inc., Glenside, Pa. is typical of many dealers around the country who have taken a positive approach to color, feeling that for every sale now the firm will snag three sales in the future. Gerhard's has sold 400 sets thus far, 40 since Christmas, and expects to hit about 300 sales for 1958. Heart of Gerhard's program is 1) extensive stocking and display —he has a 1200-square-foot color-TV salon where 18 sets are on display, but only one operating; 2) home demonstrations—set up after leads are developed by newspaper promotions in three local newspapers; and 3) guaranteed service—allotted to two servicemen operating a special truck. Annually Gerhard's buys out a local theatre, issues tickets to its mailing list, then puts on professional entertainment and introduces the RCA Victor TV line. Aggressiveness like this spills over into color-TV selling. *End*



Just wait'll the other

Progress Is Our Most Important Product

GENERAL ELECTRIC





appliance retailers see

the two great big point-of-sale displays going up at G-E retailers all over the U.S.A.!

There's one for Spring, one for Summer—and you never saw two more customer-catching packages of pure sales *pull* in your life.

Bright kites and balloons busting out in all the colors of the rainbow for the big "Spring Specials" display!

A whole circus parade with clowns and a zoo-full of animal pictures popping up in all directions for the "Summer Sales" display!

Over 160 promotable pieces in all—featuring every single product you sell.

But words can't do justice to it. The fact is, Gentlemen, that these two great displays are just plain going to pack your store to the side-slats with the biggest buy-it-here, buy-it-now *excitement* in years!

Your sales counsellor has full information now. Get in touch with him soon, get *your* two packages if you haven't already done so—and you'd better get your cash register oiled up, too. It's going to be busy.

General Electric Company, Appliance and Television Receiver Division, Appliance Park, Louisville 1, Kentucky.



HOTPOINT'S NEW LINES

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different for prospects, though dealers have to like them, too. A successful line has features that allow instant appreciation. They have to be merchandisable, provide talking-points, be the guts of any sales spiel. They have to make things happen, be demonstrable. Prospect features ideally line up in a parade headed for the dotted line—they sell. Paradoxically, the features a prospect doesn't notice when she buys are often the features she appreciates as a user. Hitherto, Hotpoint, again along with most of the industry, depended on what one Hotpointer calls "mother-in-law surveys," and other informal methods to determine prospect features.

Now, in 1958, things are different: Hotpoint is going out to see what the field thinks. They're by-passing distributors, (though a big distributor still swings a big stick), their own field sales people, and everybody else but the man who sells the products, and, the lady who buys them.

Studying the Prospect

Take prospects. They're getting the "help us" pitch. On a wintry day in Wauwautosa, Wisconsin—just before Christmas, 1957—a vacant store just around the corner from the railroad station in Wauwautosa's scanty "downtown" blossomed with signs begging housewife passers-by to enter and help Hotpoint design the ideal range.

Housewives who succumbed to the offer of a flower and the chance to display their preferences probably got more than they bargained for. One at a time, teamed with a professional interviewer, they trotted through a series of improvised rooms, answering carefully designed questions about current merchandise, mock-ups, and, oddly enough, competitive units, all shown to them in what looked like fully-operative form, though some of the models were made of wood. At the end of the line, (which most of them seemed to enjoy) the ladies were led, most tactfully, to qualify themselves as opinion-givers. Age, income bracket and present status as a range prospect were the important factors. This went on for a week. At the end of that time, Hotpoint had some 400 carefully-weighted opinions about such things as the shape of doors, the placement of burners, the size and color of buttons, and other details. All that was needed was a repeat performance or two to check results against geographic preferences.

Asking the Dealers

For dealers, the process was simpler, and much, much more down-to-earth. Hotpoint simply asked them. They asked some 408 of them, as a matter of fact, all across the country. Interviewers were armed with a chart, showing a range and its features, each labeled with its price to be added to a base dealer cost; the chosen 408 dealers were allowed to pick and choose their way through the various features like kids in a candy store. Dealers were impressed enough by this to give the crew of interviewers an average of an hour of their time. And, contrary to the kid with a penny, they were not interested in romance. Some cherished Hotpoint features fell by the wayside. Briefly, dealers knew what they wanted. With the chance to do something about it, they were very definite.

How Much Innovation?

There's another customer research problem that provided knots in some Hotpoint brows: how far do you go with innovations? And with what innovations? The answer to this one isn't on tap yet. But when the Custom Trends line, introduced and paraded amid much hoopla, starting with the January markets, gets to the end of the line, Hotpoint will not only have garnered reams of space in trade, consumer and daily papers, they'll have collected a large number of valid answers to their questions about innovations.

Why bother with these obviously costly ways to get opinions? Well, it's comparatively inexpensive. Compared with the cost of tooling up for a non-selling innovation, that is. Even

(Continued on page 89)

ARMSTRONG
GAS HEATER



Model 7150 is fully vented—AGA Approved for Natural—Mixed, Manufactured and L.P. Gases. It has 100% gas tight exchangers that provide clean, dry heat, eliminating sweating windows and walls. Body is porcelain enameled, finished in Armstrong's new color "Mocha-tone" which retains original color for years. 15,000 B.T.U. 16¼" wide, 16" deep, 21¼" high.

Model 7200—same as above but 20,000 B.T.U. and 19⅛" wide.

Write for Literature and Price list on Armstrong's complete line of 60 models and sizes to 60,000 BTU.

ARMSTRONG PRODUCTS CORP.

Dept. EM
Huntington 12, W. Va.

WHEN IT'S AN ARMSTRONG DEPEND ON IT IT'S THE BEST OF ITS KIND

ONE MAN Safely Delivers 800 LB. LOAD



Slides Upstairs Downstairs



In and Out of Trucks



YOU INCREASE NET PROFITS by cutting delivery costs with Easload Appliance Trucks. One man easily and safely does the work of two with Easload, the only truck that takes the weight off the man and balances it on retractable wheels.

The welded steel frame has protective rubber pads on the load side and tubular slide runners on the back. Heavy web belt and positive ratchet-type cincher secure appliance on truck. Load balances on large ball-bearing wheels, cushioned on 10 x 2.75 tires. Two small rubber wheels in toe plate aid loading.

ON MONEY-BACK GUARANTEE of satisfaction order Easload today (FOB L.A.) only **$57.50.**

Colson Equipment & Supply Co.
1317 Willow Street, Los Angeles 13, Calif.

GENERAL ELECTRIC-TELECHRON CLOCKS ANNOUNCE WITH PRIDE THE HAPPY ADVENT OF PROFIT QUINTS!

(Retailers and consumers are doing very well)



Journeyer. New electric travel alarm. Important "first." Cased in leather. Luminous at **$9.98.**
Model No. 7H256-L—
tan leather, brown dial

Room-Mate. Best-selling low-price electric alarm now in pink, gray, blue or ivory colors, **$4.98.** Or luminous in ivory case at **$5.98.**
Model No. 7H223—
pink, gray, blue or ivory

Little Snooz-Alarm* clock. Newest idea in alarms. Wakes you, lets you snooze, then wakes you again about ten minutes later. Antique white case, **$5.98.** Dawn gray case, luminous dial, **$1** more.
Model No. 7H253—antique white
Model No. 7H253-L—
dawn gray (luminous)

Festival. Folk art designs in gay color combinations with white, yellow or black backgrounds. Wall-hugging metal 7" case. **$6.98.**
Model No. 2H111—
white, yellow or black

Simplicity. Bold, modern look in big (8⅛") gleaming copper or chrome color case. Easy to read, **$8.98.**
Model No. 2H112—
copper or chrome color

General Electric-Telechron clocks present with pride their new Spring '58 profit quints—five beautiful electric clocks sure to have a healthy turnover

HEAVILY ADVERTISED. Hard-selling TV messages on "Cheyenne," the high-rated adult Western watched by 33 million people on more than 100 stations. Plus strong advertising in magazines and in more than 260 Sunday newspapers, such as This Week, Parade, Family Weekly and the Independent Supplements.

NEW FREE DISPLAY. Three Little Snooz-Alarm* clocks, two plain and one luminous, including complete cartons in a "Profit Pak" display 4½" deep by 13¾" wide.

Total retail value . . . $18.94
2 or more Paks . . . . 11.75 each†
Retailer full profit . . . $ 7.19
†1 Pak $12.51

MORE GOOD NEWS! You can win a luminous Little Snooz-Alarm* clock by selling six before May 20, 1958. This FREE Ownership Plan is explained on cards included in the "Pak."

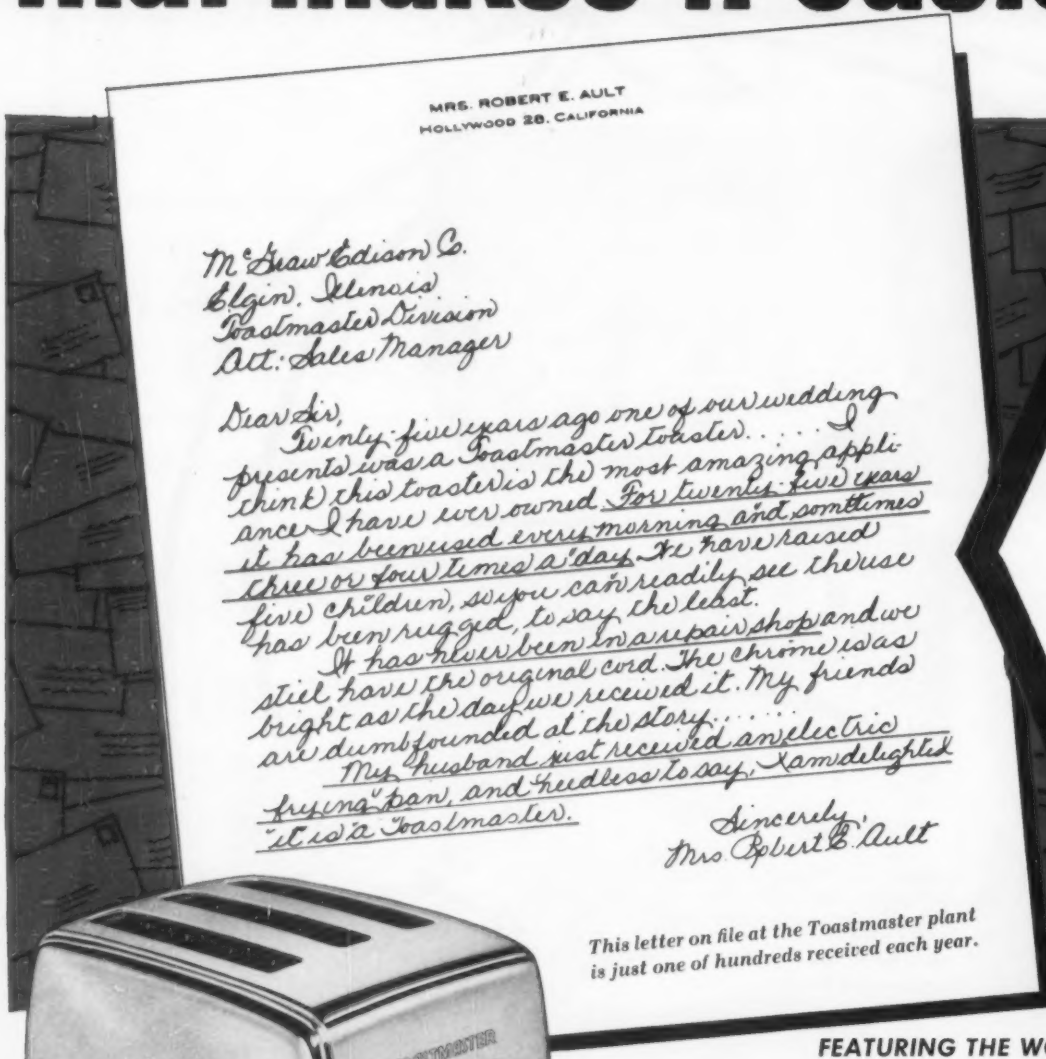
GENERAL ELECTRIC

Telechron

All prices are manufacturer's suggested retail prices—plus applicable taxes.

*Snooz-Alarm is a trademark of General Electric Company.
Clock and Timer Dept., General Electric Company, Ashland, Mass.

Dependable Performance is that makes it easier to sell



MRS. ROBERT E. AULT
HOLLYWOOD 28, CALIFORNIA

McGraw Edison Co.
Elgin, Illinois
Toastmaster Division
Att: Sales Manager

Dear Sir,
Twenty-five years ago one of our wedding presents was a Toastmaster toaster. . . . I think this toaster is the most amazing appliance I have ever owned. For twenty-five years it has been used every morning and sometimes three or four times a day. It have raised five children, so you can readily see the use has been rugged, to say the least.
It has never been in a repair shop and we still have the original cord. The chrome is as bright as the day we received it. My friends are dumbfounded at the story. . . . My husband just received an electric frying pan, and needless to say, I am delighted it is a Toastmaster.

Sincerely,
Mrs. Robert E. Ault

This letter on file at the Toastmaster plant is just one of hundreds received each year.

When the chips are down, a reputation for dependable performance is often the factor that closes the sale. That's why dealers everywhere are discovering that Toastmaster appliances are easier to sell. The plus that makes Toastmaster appliances the preferred buy is their time-tested reputation for dependable performance. And profits are assured because there are no returned goods or service costs to cut into profits—they stay sold. We pledge that Toastmaster quality and performance will be maintained, fair trade or no fair trade!



New—already a best seller at many leading stores

Model 1C5
$28.95 retail*

NEW 3-SLICE TOASTMASTER AUTOMATIC TOASTER

- Makes toast 50% faster . . . 3 slices instead of 2!
- Fully automatic.
- Toast Control Knob.
- Superflex Timer . . . crumb tray!

FEATURING THE WORLD'S FINEST AND MOST COMPLETE LINE OF TOASTERS



TOASTMASTER 1B21 TOASTER

Priced to build traffic and sales!

- Gives full-size performance in 40% less space!
- Toast Control Knob.
- Superflex Timer . . . crumb tray.

Now **$16.95** retail*



NEW TOASTMASTER TOASTER

Fully Automatic—new design!

- Smart contemporary styling
- Superflex Timer . . . Toast Control Knob.
- Crumb tray . . . heavy chrome finish!

Model 1B24 **$18.95** retail*
$22.95 in copper*



TOASTMASTER POWERMATIC TOASTER

World's finest toaster!

- No lever to press . . . lowers the bread, toasts it, serves it up high—all automatically!
- The only toaster with Powermatic Action!
- Superflex Timer . . . Toast Control Knob . . . crumb tray!

Model 1B16 **$28.95** retail*
3-slice TOASTMASTER Powermatic Toaster
Model 1C4 **$34.95** retail*

Call Your Toastmaster Distributor Now!

the PLUS greater than price

TOASTMASTER

AUTOMATIC APPLIANCES!

HERE'S HOW THE TOASTMASTER *PLUS* PAYS OFF FOR YOU!

1 SALES ARE EASIER—CUSTOMERS KNOW THAT TOASTMASTER QUALITY MEANS YEARS OF DEPENDABLE PERFORMANCE!

2 NO RETURNS OR SERVICE COSTS TO KEEP NIBBLING AWAY AT YOUR PROFITS!

3 THOUSANDS OF SATISFIED USERS ARE READY-MADE PROSPECTS FOR THE REST OF THE FINE-QUALITY TOASTMASTER LINE!

PLUS THIS GREAT NEW LINE OF QUALITY AUTOMATIC APPLIANCES

TOASTMASTER AUTOMATIC FRY PANS

2 large sizes . . .
matching vented covers!



- Cook everything from bacon to cake . . . perfectly!
- The most proven precision temperature controls available!
- No hot spots or uneven temperatures!
- Immersible . . . popular square shape . . . automatic signal light!

Model 8A1, 11" **$19.95** retail*
Model 8B1, 12" **$24.95** retail*
Matching covers, **$3.25** and **$4.25** retail*

TOASTMASTER AUTOMATIC GRILL AND WAFFLE BAKER

- Makes perfect waffle servings for four at a time!
- Grills sandwiches, bacon, sausages!
- Interchangeable grids!
- Accurate temperature control with signal light!



Model 2D3 **$34.95** retail*
TOASTMASTER WAFFLE BAKER
Model 2D2 **$21.95** retail*

NEW TOASTMASTER STEAM & DRY IRON

Two irons in one!



- Steam or dry ironing instantly at a touch of the dial!
- Fabric selector dial gives the right heat for every fabric!
- Extra-capacity reservoir . . . perfect heat control!
- Polished aluminum soleplate . . . cast-in element!

Model 4B2
$16.95 retail*

NEW TOASTMASTER DRY IRON

Light-weight for easy ironing!

- Weighs only 2 pounds . . . perfectly balanced for speed without fatigue!
- Easy-to-read fabric selector dial!
- Accurate temperature control . . . precision thermostat!
- Aluminum sole-plate—cast-in element.



Model 4A4
$11.95 retail*

TOASTMASTER

"TOASTMASTER" is a registered trademark of McGraw-Edison Company, Elgin, Ill., and Oakville, Ont. © 1958

McGRAW-EDISON

TOASTMASTER DIVISION
McGRAW-EDISON COMPANY

**Prices shown are suggested retail prices.*



1. PREMIUM OFFERS. You'll be able to offer a Botany "500" Capt.' Wash suit or an American, Jr., suit with every Duomatic or "Twosome" you sell. Your distributor has a list of participating clothes dealers. Use the garment for window and interior display and live demo's. Sell a Philco-Bendix unit to the clothing dealer for display in his window, too.



2. BIG-TIME FASHION SHOWS with American, Jr., Nelly Don, Darlene Knitwear and other famous fashion names. Department stores all over the country are already putting on wash 'n' wear shows — and making a Philco-Bendix demonstration an integral part. Your distributor will help you get in on these crowd-catching, big name fashion shows.

How you can cash in on Philco®-Bendix Automatic Wash 'n' Wear Month

The hottest news in fashion . . . the hottest news in home laundry . . . that's *automatic* wash 'n' wear! These clothes can be machine-washed, machine-dried and come out ready to wear without ironing. And now, Philco dealers are the first to cash in on this news with a sensational new promotion — Philco-Bendix Automatic Wash 'n' Wear Month. It's the kind of opportunity that will really pay off!

Everything is set. Leading clothes manufacturers are displaying the Philco-Bendix Automatic Wash 'n' Wear tag. The Philco-Bendix Duomatic washer-dryer and every unit in the Custom "Threesome" carries the *Good Housekeeping* Wash 'n' Wear tag. Dynamic displays, amazing demonstrations and high-powered advertising are ready to go. Call your Philco Distributor today — you can't afford not to!



3. MILLION-DOLLAR DISPLAYS created by Puritan Sportswear and other participating clothes manufacturers, featuring a Philco-Bendix Duomatic, will soon appear in better clothing stores everywhere. In addition, the Duomatic will be highlighted in four-color ads for Puritan's Ban-Lon Sportswear in *Good Housekeeping*, *Parade* and *This Week*.



4. NEVER-BEFORE DEMONSTRATION features a Philco-Bendix "Twosome," and America's only automatic wash 'n' wear dinner jacket — "Nite Magic" by Rudofker Sons, Inc. It's a Philco exclusive, because only the Gyramatic "Twosome" (W-487 and DE-DG 688) has been approved for these jackets. Available now through your Philco distributor.

Philco-Bendix Home Laundry Appliances are brought to you by Philco Corporation

***LOOK AHEAD...and you'll choose* PHILCO®**

HOTPOINT'S NEW LINES

STORY STARTS ON PAGE 65

when Hotpoint gets to the actual market testing of "limited editions" of the Custom Trends appliances, and starts dropping pretty heavy money getting two or three hundred of a given model into distribution, they'll be money ahead on the research value. For example, one item they're going to get out this year at a price to the buyer of around $300 may run well over $500 in production costs. That's *each*. Even $100,000 dropped this way is a good buy compared with the costs—which could easily top seven figures—



ARMED WITH RESULTS of new testing techniques, Hotpoint executives John McDaniel and Ed Haines can evaluate innovations with new confidence. At right is designer Ray Sandan.

in an unsuccessful model, or even a feature. The Custom Trends line is, at the bottom, more Hotpoint customer research.

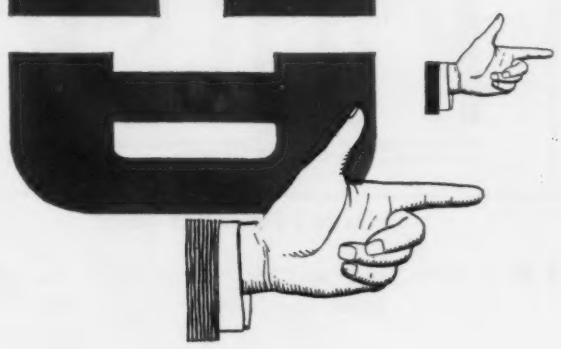
Hotpoint could probably get the same kind of information in other ways. Professional motivation research organizations might come up with the answers. But to do the job, the budget would run pretty high, there'd be little "glamor" for publicity's sweet sake, and, probably most important, "There's no substitute for taking a product to market," in the words of Ed Haines. That's just what Hotpoint is going to do with the Trends appliances, and following that, they'll do more research on the buyers and on the products in use.

A Case in Point: Ranges

Hotpoint's first research emphasis was on ranges, for good reason. The line they introduced in late 1957 was not, in the wry words of one Hotpointer, exactly setting the world on fire. The situation was in fact drastic, and Hotpoint's solution is equally so: a new line by midyear, re-featured to fit the market, and designed mostly by dealers. Those 408 survey customers, dealers all, pointed out a few home truths. Besides finding some nice-looking features in disfavor, Hotpoint also came up with new features, most of them simple, that they think will make a real difference at the point of sale. They're not talking about these. But "Tenderly"—the tuneful signal that announces a finished roast—will no longer be with us, and neither will a 24-cup coffeemaker, formerly a high-end feature. Where the coffee-maker was formerly located Hotpoint has substituted an 8-inch surface unit. At right front, they've put an additional thermostatically controlled surface unit, "The Burner with a Brain." For "Tenderly" there'll be a plain, comparatively undistinguished buzzer with economical virtues. And, there will be many other changes.

"Marketing misfires" is both a catchy phrase you hear around Hotpoint, and something to avoid—Hotpoint is budgeting up and beefing up to do just that, through applied research on customers. "It's worth it," they say. *End*

GUARANTEED



A DRAMATICALLY NEW GAS RANGE ADVANCE FROM **ROPER!**

BIG

20" WIDE OVEN





ROPER 36" GOURMET

ROPER

"America's Finest GAS Range"

KING-SIZE CAPACITY IN A 36" GAS RANGE

Now . . . from Roper . . . an extra-large oven in the popular 36" gas range size. It's 20" wide, 18" deep and 16" high . . . big enough to hold:

- a 35 to 40 pound turkey
- a full standing rib roast
- 6 pies
- 8 loaves of bread

It's surprisingly fast-heating and economical to use. Fresh air circulates throughout the oven, assures uniform, all-over heating. Heavy insulation ends heat loss, keeps cook and kitchen cool. When it comes to cleaning ease, this "Bake-Master" beauty beats 'em all. Rack guides and oven bottom lift out for washing, leaving smooth, wipe-easy surfaces. On all 36" models, it's another Roper advance to make gas range selling easier, more profitable.

Join the Profit Parade-
Sell Roper GAS Ranges!

Write Today for Complete Information. Dept. EM

GEO. D. ROPER CORP. **Kankakee, Illinois**

OTHER FINE ROPER ADVANCES: "Rotis-O-Grill" 4-way Cooking Center • "Tem-Trol" Automatic Top Burner • "Circle-Simmer" Speed Top Burner • "Insta-Matic" Oven Guardian • "Insta-Lite" Automatic Lighting

GIVE ME A DREAM KITCHEN

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built-in ranges on a dealer's floor. There, she sees the surface units next to the oven and thinks that's the way to have them installed in her kitchen. (So do a lot of dealers, kitchen planners and architects.) Later, when they're solidly in place Mrs. Y is sure something's wrong. She takes a turkey out of the oven but where can she put it? The surface units might be a temporary landing spot but green beans and potatoes are boiling away at the same time, so she's all hemmed in. Can you expect her to be happy with these ideas she got from a display or an ad? A counter of 18 to 24 inches between surface units and oven would mean the difference between chaos and content.

Of course a display is built for minimum space but what would you rather have, twelve inches on the dealer's floor or a woman who goes around telling her friends what a wonderful job the dealer did in showing her just how a built-in should be installed and planning the perfect kitchen for her?

BUY IT NOW
SELL IT NOW

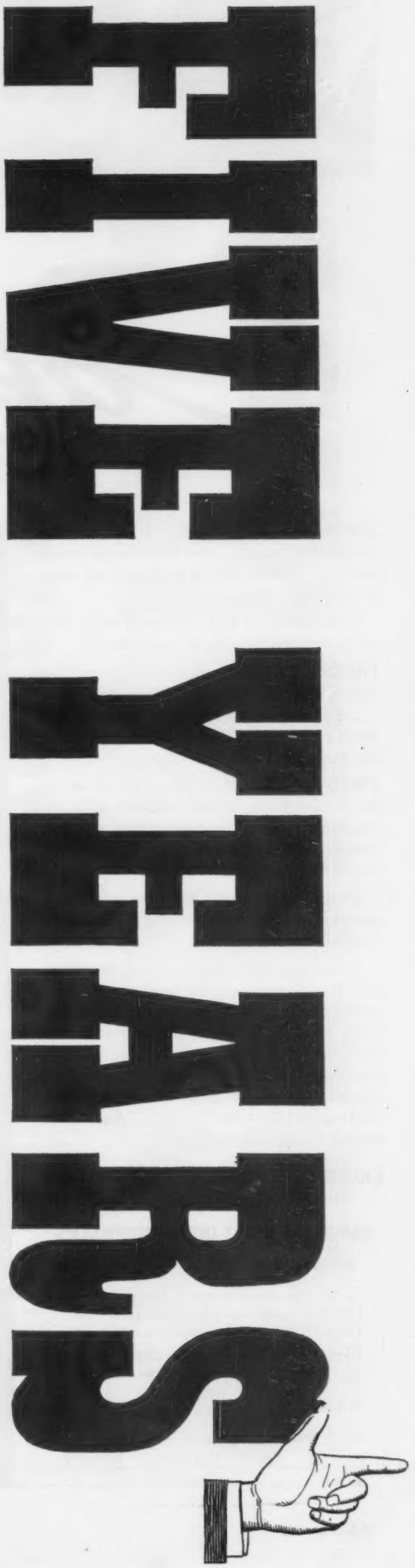
The idea that built-ins save space is another fallacy. Women think they're going to have more storage room if they plan for built-in equipment. This usually isn't true although the space below the surface units is useable. A built-in range needs a minimum of 48 inches but more often 54 to 60 inches of horizontal wall space. Allowing for a landing stage between oven and surface units adds on at least another 18 inches. Many small kitchens would be better off with a 30-inch free standing range which concentrates all the cooking in one area and allows room for work counters and storage units.

That was Mrs. T's headache when she came to me with her 7 by 10 ft. kitchen plan. She wanted a built-in range, a horizontal refrigerator and a dishwasher and was willing to settle for a single-bowl sink. When I pointed out that she had no counter space in the entire kitchen except the top of the dishwasher she realized something had to go. So, I suggested she choose between a built-in horizontal refrigerator and the built-in range. She picked the refrigerator to stay so we put in a 30-inch range with counter beside it.

If a customer is dead set on a built-in range for a small kitchen—then you dealers and kitchen-planning experts better be mighty sharp in finding ways to use every inch of wall area to satisfy the counter and storage needs. It can be done—but a more creative job is usually needed. And maybe you should toss this problem in the lap of some of the manufacturers of mass-produced cabinets. More pull-out counters (well supported, please) and sturdy drop leaves as part of the cabinet next to the oven could furnish a much needed set-down space.

Architects have been quick to appreciate the fine lines of built-in appliances and have turned out some very aesthetic kitchens. You stand in the doorway and get a pleasing effect from continuous horizontal lines of cabinets at the same level on two or three sides of the room, and taller units grouped together on a higher line on another wall. And that's all I want to do with that type of kitchen—stand in the doorway and look. The refrigerator, the wall oven and broom closet, all the same height, look fine lined up together, but they're not a functional group. We cooks don't pop all our food out of the refrigerator and into the oven. Some of our best effects are obtained in that interval that comes between and we need a sizeable work counter right there to pull the job together. The broom closet just isn't involved in making souffle.

What this all boils down to is that a sizeable bit of know-how should be packed in every built-in carton. If you let built-in installations take their course, you're likely to end up selling built-in frustration. *End*



Gas brings home automation with a

Caloric® gas range

Here's what she's looking for: Caloric's automatic features give her "home automation"—make cooking almost as easy as turning a dial.

You can show any customer why, just by demonstrating these features:

THERMO-SET TOP BURNER keeps food at the exact temperature set . . . makes every pot and pan "automatic." Ends guesswork . . . ends constant watching and flame adjustments.

ROTO-ROASTER rotisserie provides delicious, flame-kissed flavor without "turning by hand" and there's no weather worries. Meats turn slowly and smoothly on automatic spit.

Demonstrate these features and she'll see why cooking with Caloric is almost as easy as turning a dial.

Point out other outstanding features, too. Handsomely-styled backguard, concealed oven vent, convenience outlet, hi-lo broiler, hi-speed burners—all the features that make this Caloric Deluxe gas range the leader in its class. The range that gives her more value per dollar. And remind her that Caloric is "America's easiest range to keep clean."



CALORIC APPLIANCE CORPORATION
TOPTON, PA.
RANGES • BUILT-INS • DISPOSERS

SEND FOR ADDITIONAL SALES HELPS!

Caloric Appliance Corporation
Department EM, Topton, Pa.
Please send me illustrated sales literature on Caloric "two" series gas ranges.

NAME_____
ADDRESS_____
CITY_____ ZONE____ STATE____

A Kitchen for Everyone

Youngstown Kitchens plots a five-year push to sell kitchen components that all can afford; the opener—a cabinet sink "Servi-Center"

Youngstown Kitchens is making a long-range bid for the kitchen market. The division of American-Standard has set in motion a five-year marketing and product development plan designed to convince Mrs. Average American Housewife that she can have the kitchen she wants *today*.

As a tangible evidence that Youngstown means business, the company has introduced a new cabinet sink "Servi-Center," featuring tilt-out storage bins, an electrical appliance center with a timer, push-button dispensers for detergent and hand lotion, a lighted sink bowl, and single-lever water control.

To push its concept of a kitchen that everyone can afford —and its new product—Youngstown has formulated plans to build up its kitchen marketing structure. The company's ultimate goal is 5,000 authorized dealers. Its immediate tools include a $3-million advertising and sales promotion budget; the establishment of a distributor-level kitchen planning service backed by a 45-member factory staff; and "A" and "B" promotion kits, the former aimed at key dealers who will use the complete kit, the latter at dealers who are likely only to use portions of it.

Recognizing that the average retailer is experienced in only unit-package selling, Youngstown is relying heavily on its "Servi-Center" unit. But the company's 75 distributors and four factory branches won't stop there. The proposed "Key Dealer" program has long-range goals, utilizing the "A" and "B" package idea as well as the company's extensive sales training courses and aids, and built around the concept of a kitchen made up of components rather than an expensive and complete package.

Along the lines of dealer development, Youngstown plans to supplement its sales training program with its Kitchen Planning Center program and other dealer aids. The Kitchen Planning Center idea requires all distributors to maintain trained personnel who can draw up a kitchen plan from information supplied by dealers.

Youngstown believes that the surface has only been scratched on kitchens. The company estimates that at least 50 million U. S. homes need kitchen improvement of some kind.

That is why Youngstown is looking for dealers.



NEW "SERVI-CENTER" is demonstrated by Youngstown Kitchens' president C. D. Alderman. It features tilt-out storage bins, an electrical appliance center with a timer, push-button dispensers for detergents, a lighted sink bowl, and single-lever water control.

WESTINGHOUSE FAN MOTORS

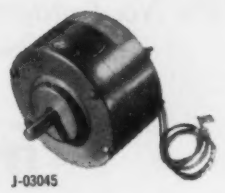
Right! Westinghouse guarantees window fan (and air conditioner) motors* for five full years!

These motors never need reoiling. They eliminate fan repair problems.

They'll give your fans a terrific sales advantage!

Inquire about Westinghouse motors for the fans you sell. Ask your fan supplier—or write Westinghouse Electric Corporation, Industrial Motor Dept., Lima, Ohio.

*42-frame shaded-pole and permanent-split capacitor motors



J-03045

YOU CAN BE SURE...IF IT'S Westinghouse

FRIGIDAIRE has never, never underestimated the power of a woman!



The Ladies' HOME JOURNAL — September, 1926

May we send you a book of Prize-Winning Kitchens equipped with Frigidaire

The design shown here in both perspective and plan won the First Prize in the Frigidaire Architectural Competition. It was submitted by Mr. Harry F. Braisted, of New Haven, Connecticut.

THE development of Frigidaire Electric Refrigeration has brought about a new type of kitchen architecture—more convenient, more attractive, more efficient—designed without the handicap of providing for an outside ice supply.

Such a kitchen as illustrated above in perspective and plan. It was the winner of first prize in a nation-wide architectural competition, in which plans submitted were judged by Miss Katherine A. Fisher, of Good Housekeeping, Miss Mabel Jewett Crosby, of The Ladies' Home Journal, and Messrs. Charles A. Schneider, James Wilson Thomas and John Henri Deeken, prominent and successful residence architects.

And now we offer to the women of America a beautiful bound collection of the most interesting and valuable of these plans, together with the comments of the Jury of Award. They contain many ingenious suggestions for time-saving and labor-saving kitchen arrangements. They show how the use of Frigidaire can greatly improve the plan of kitchens for new homes—and they show, too, how Frigidaire, installed in your own ice-box, can produce a remarkable transformation in the convenience and efficiency of your present kitchen.

There is only one electric refrigerator named Frigidaire. It is a product of General Motors—made and guaranteed by Delco-Light Company, the world's largest builder of electric refrigerators. There are more than 200,000 Frigidaires now in use. Any Frigidaire may be purchased on the GMAC deferred payment plan.

Write today for the Frigidaire Kitchen Plan Book and the Frigidaire Catalog. Simply mail the coupon below.

This coupon will bring you the Frigidaire Kitchen Plan Book. Mail it today.

DELCO-LIGHT COMPANY, Dept. T-5, DAYTON, OHIO
Subsidiary of General Motors Corporation

Frigidaire
ELECTRIC REFRIGERATION

1926 The first Frigidaire advertisement appears in Ladies' Home Journal.



NEW! INSTANT ICE SERVICE!

New Frigidaire Freezer-Refrigerator Zips Out Ice Cubes by the Score—at the Flick of Your Finger—Then Automatically Stores Them, "Frosty-Dry" in Big Pull-out Bin

So Easy—It's Child's Play. *Instant Ice Service is standard equipment on all Cold-Pantry Models—optional, at slight extra cost, on all other 1958 Frigidaire Refrigerators.*

Like enough cubes on hand so that you'll never be caught short again? Like 'em handy—"frosty-dry," without prying or dunking?

Then get set for a wonderful surprise.

With new Frigidaire Instant Ice Service, you can have 100 cubes ready for any occasion. Enough for dozens of tall drinks! You can free those cubes *fast*, by the score. Merely flip a lever and serve them "frosty-dry" (*never* melted together) from a party-size, pull-out serving bin.

Want to see more Sheer Look *Plusses*? Notice how those famous Roll-to-You Shelves almost hand foods to you.

Look how that big Pantry-Door provides a place for everything—even half gallon milk cartons!

See that giant Picture Window Hydrator with its new Humidity Control—*plus* faster-chilling Flowing Cold.

More? Of course there's more! Visit your Frigidaire Dealer, he's waiting to show you *this* week.

'58 FRIGIDAIRE

REFRIGERATORS WITH THE NEW SHEER LOOK—PLUS!

Stunning Beauty *of the New Sheer Look has made it America's most wanted, most imitated styling. Blends beautifully into any kitchen decor, gives a custom-made look without usual remodeling costs. Take your pick of 6 fashion-fresh Sheer Look colors, sold by Frigidaire at the price of white.*

Celebrating 50 Years of General Motors Leadership

SEE "The Patrice Munsel Show" on TV

Frigidaire—America's favorite Refrigerator serving more American homes than any other make

1958 After 32 years, Frigidaire still concentrates its advertising on *women*.

Thirty-two years ago, Frigidaire ran its first 4-color page in Ladies' Home Journal. In 1926, the Journal's circulation was 2,500,000 and Frigidaire had produced a total of 200,000 refrigerators. Today, more than 5,700,000 buy the Journal every month, and more than 22,000,000 Frigidaire refrigerating units have been built and sold.

Ladies' Home Journal and Frigidaire have prospered because, in addition to turning out the best possible product, they have never underestimated the power of a woman.

Never underestimate the power of the No. 1 magazine for women...

Ladies' Home JOURNAL
A CURTIS PUBLICATION



NO. 1 IN CIRCULATION • NO. 1 IN NEWSSTAND SALES • NO. 1 IN ADVERTISING • NO. 1 IN MERCHANDISING

And Frigidaire has always known what women want!

Yes, ever since that first welcomed household refrigerator, way back in 1913, Frigidaire has always been scoring high with women.

And not entirely by chance.

To find out what women want, we put to work the whole force of Frigidaire and General Motors activities – the continuing consumer opinion programs, for instance–the facilities of the Tech and Styling Centers, together with the skill and talent and genuine interest of the folks who plan the products.

From the fabulous General Motors Motoramas, with their thought-provoking Kitchens of Tomorrow came the Sheer Look that changed the whole look of the industry–and the fold-back cooking units that startled the kitchen planning world–and a score more.

Because women (and their menfolk) disliked chipping off chunks of ice, Frigidaire developed the first ice cube tray with manually operated release, 25 years ago. And today's counterpart – the first really convenient Ice Cube Ejector was introduced by Frigidaire in 1955. The first In-the-Door Hydrator, the first Roll-to-You Shelves, and a dozen more famous firsts were launched by Frigidaire because women wanted them – and we knew it.

Witness the biggest boon to cooks in a generation –genuine, demonstrable, provable SPATTER-FREE BROILING that lets women broil 100 times and never need to clean the oven.

Witness automatic washers that wash clothes cleanest of all–that save the most money on hot water, detergents and current. And automatic dryers that take the "drip" out of drip-drying, erase the wrinkles from "man-mades" and turn out wash and wear ready to put on with little or no ironing.

All developed by Frigidaire to please women.

Even more, all-out honest QUALITY is built into every nut and bolt, shelf, panel and unit–every piece of a Frigidaire appliance–the kind of hidden quality that has established Frigidaire as the most consistently dependable line of appliances ever made.

Women love that. So do our dealers. In fact, it is still another reason why they both say–

Never underestimate the power

of the No. 1 name in home appliances . . .

Frigidaire

Frigidaire . . . Built and Backed by General Motors



WHY DO IT "JUST FOR FUN" YOU CAN GET PAID FOR IT, WITH ???

DEXTER WASHERS





LOWER AD-COST PER WASHER SOLD

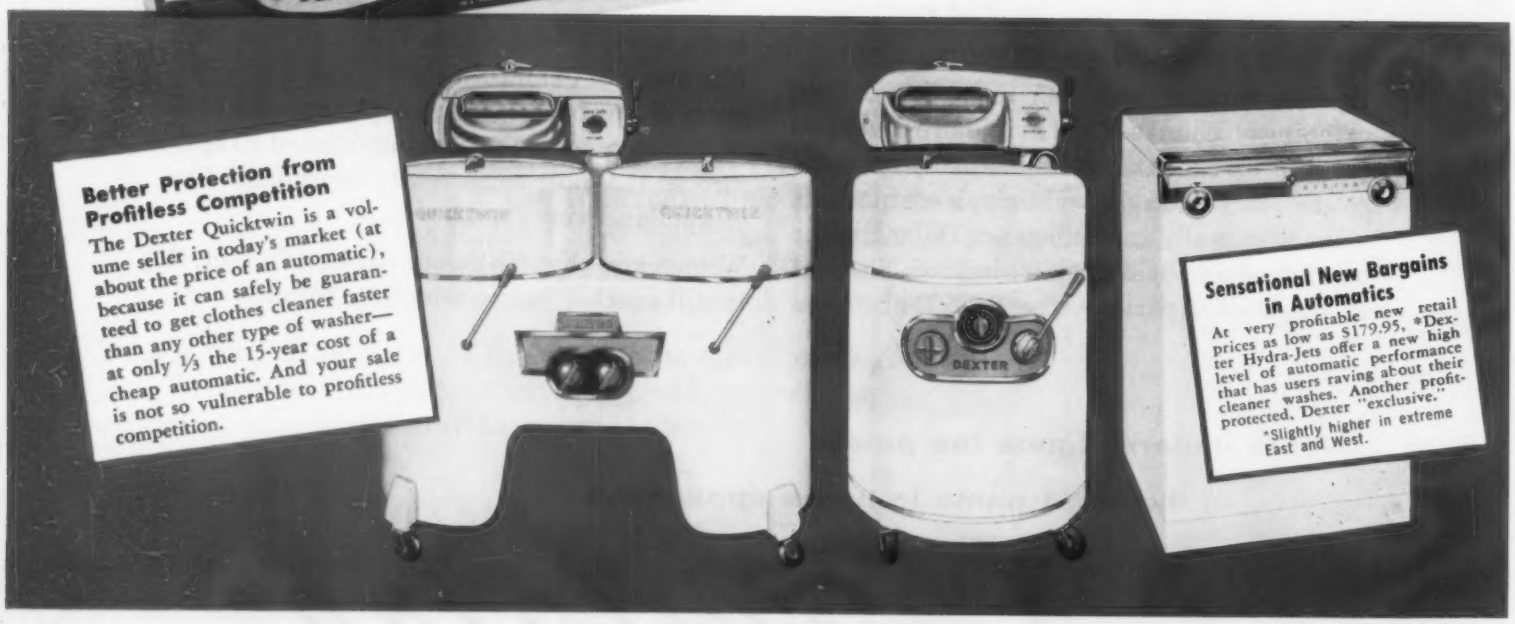
The 4-color, 4-page, newspaper-size Dexter "bargain riot" shown at left is mailed *for* the dealer to his prospects at a penny each, plus 1½c postage. It "pulls like a hot poultice" without giving away your fair profit.

"DEXTER IS DEPENDABLE"

This new Dexter "hit" song record has selling power and won't be forgotten. Use it on bargain co-op radio time. The unshakable loyalty and enthusiastic endorsement of a million Dexter users is based on their well-founded conviction that Dexter washers out-perform and out-last any other make.

"Ask any Dexter User"

18 NEW DEXTER MODELS STARTING AT $79.95 RETAIL



DEXTER FAIRFIELD, IOWA

Appliance Growth Spurs Water Softener Sales

Fiberglass tanks, automatic operation, and advanced cabinet styling turn water softeners into kitchen appliances. Are you getting your share of this business?



APPLIANCE STYLING would make this Lindsay deluxe water softener at home in any modern kitchen. Compact cabinet encloses corrosion-proof fiberglass mineral and brine tanks and all associated controls.

If the man who sells the product is any judge, the most significant advance in the booming water softener industry's last decade is a research and development program that lasted four years and involved the facilities and personnel of five leading American firms.

The result of this program has been a boon to sales and service men and—even more so—to their customers. It is a rust- and corrosion-proof tank molded from fiberglass in one rugged, seamless piece.

Ranking this as the industry's top accomplishment was the judgement of dealers and salesmen of the Lindsay Company of St. Paul.

Lindsay, largest manufacturer of automatic home water softeners, began its effort to perfect a trouble-free mineral tank back in 1951.

Appliances Spur Softeners

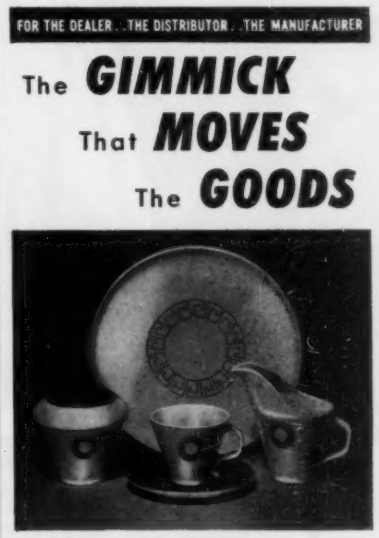
The move to the suburbs created thousands of new areas where homeowners and expanding communities alike faced serious hard water problems. The tremendous acceptance of such home appliances as automatic home laundries and dishwashers which required soft water for proper performance further stimulated the demand.

But while water softener industry leaders were meeting this accelerated demand, they faced another, more important challenge. Appliance manufacturers—notably producers of

(Continued on page 100)







Built-in look boosts refrigerator sales and...

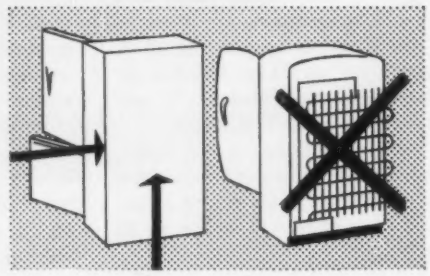
ONLY ADMIRAL





Hit the market target with Admiral Slim-line Dual-Temp models. Foods don't dry out—stay fresh longer—thanks to the higher humidity. Terrific selling point. AND ONLY ADMIRAL HAS IT.

Flat on the back—fits flush with walls and cabinets. Standard cabinet depth, does not jut out into the kitchen. Gives your sales pitch real sockeroo. Lets you sell Built-In Look without remodeling expense.



GOES ALL OUT!

with the world's first and only complete line of refrigerators with built-in look!

- Every 1958 Admiral Refrigerator, 7 eye-catching models, has the Built-In Look—not just the top of the line.

- Only Admiral for '58 has models in EVERY size that fit flush to the wall —not just the top of the line.

- Every 1958 Admiral Refrigerator has true square styling—not semi-square styling as with some other brands.

- Every 1958 Admiral Refrigerator has top quality throughout and is priced realistically. Brand "A" reduced features and raised prices.

- Admiral *has* a 10 cu. ft. model with the true Built-In Look. Brand "B" lacks a 10 cu. ft. model, the industry's most popular size.

- Admiral offers two upside down models. Brand "C" doesn't have any in their entire line.

- Admiral alone provides a complete line with a model for every prospect, while others fall short of the mark. So every refrigerator prospect is an Admiral prospect.

INVEST IN A PHONE CALL TO YOUR ADMIRAL DISTRIBUTOR. GET THE GILT-EDGED DETAILS NOW!

Chances for lining your pockets with silver are better with

Admiral®



HERE'S YOUR BANZAI PIN!

You've earned it. This last "suicide selling mission" was the biggest blood-letting of them all!

Start pushing **Hamilton Beach,** the quality line that stays above the price wars—that returns you a decent profit on every sale!

Switch to...

HAMILTON BEACH

GUARANTEED 5 YEARS

Guaranteed 4 times longer because it's built 4 times better!

SEE SPECIAL MESSAGE PAGE 103

the NEW **YEATS** "Shorty"
STATION WAGON & PANEL PICK-UP
appliance dolly



YEATS Model No. 5
Aluminum alloy
Height 47"
Weight 32 lbs.





Folding platform is 13½" x 24½"—attaches instantly. (Platform only) $9.95.

Only 47" tall, this new YEATS dolly is designed for TV and appliance men who make deliveries by station wagon or panel truck. No need to detach appliance for loading into the "wagon" or pick-up . . . the YEATS "Shorty" will slide into your vehicle with ease. Has aluminum alloy frame with padded felt front, quick fastening (30 second) strap ratchet, and endless, rubber belt step glide. New YEATS folding platform attachment, at left, saves back-breaking work handling TV chassis or table models. Call your YEATS dealer today!

YEATS *"Everlast"* **COVERS & PADS**

YEATS semi-fitted covers are made of tough water repellant fabric with adjustable web straps and soft, scratchless white flannel liners. All shapes and sizes—Write.

Range Cover





Refrigerator Cover

SEND postcard for full information on our complete line TODAY!

YEATS *appliance* dolly
sales company

2127 N. 12th STREET MILWAUKEE 5, WISCONSIN

WATER CONDITIONER SALES

STORY STARTS ON PAGE 97

electric appliances—had educated the homeowner to demand not only handsomely-styled appearance but almost completely automatic and infallible performance in his home equipment.

This challenge was met with a series of technical triumphs by water softener engineers. Perfecting of synthetic resins for the ion-exchange material that makes hard water soft increased efficiency and made it possible to design softeners in more compact, convenient configurations. Semi-automatic controls were first developed to eliminate most of the periodic chore of regeneration and, in 1955, Lindsay introduced a line of fully-automatic water softeners which require no attention.

During this period, Lindsay researchers and other experts in the industry had been devoting considerable time to improve the water softener tank and give it longer trouble-free life. "Aggressive," corroding water, found in many localities, and the brine solution used for the regeneration of all softeners can riddle unprotected steel tanks. Linings of enamel, plastic coating or glass were the ordinary solution to this problem.

In 1951, Lindsay researchers began experiments with fiberglass, the glass fiber-reinforced plastic that was becoming popular for such rugged, resistant applications as speedboat hulls and sports car bodies.

The investigation began when Lindsay and his chief engineer, Ben Kryzer, noted that fiberglass vats were being used for storage of corrosive chemicals. If fiberglass could be properly fabricated, they reasoned, this would be the ideal material for a non-rusting, lifetime tank.

The exploration led to a very basic product design and development for there were at this time no handbooks and few specifications on fiberglass and its possible applications. For example, many man-hours of design and testing were expended to determine whether brass pipes could be properly threaded into the fiberglass tank.

There was little difficulty, Kryzer explains, in producing suitable tanks of fiberglass on a laboratory, prototype scale. But large-scale production was another matter.

This was solved by Structural Fibers, Inc., a Cleveland company, under direction of Don Randolph, an engineering executive with wide experience in the plastics field. Working with Structural Fibers, who, in turn, had the cooperation of such suppliers as Libbey-Owens-Ford Glass Co., Reichhold Chemicals, Inc., and Owens-Corning Fiberglas Corp., the Lindsay engineering team completed the development and an extensive field-test program in time to introduce the fiberglass tank to the public in 1955.

Consumer experience since that date has demonstrated marked advantages over conventional steel containers.

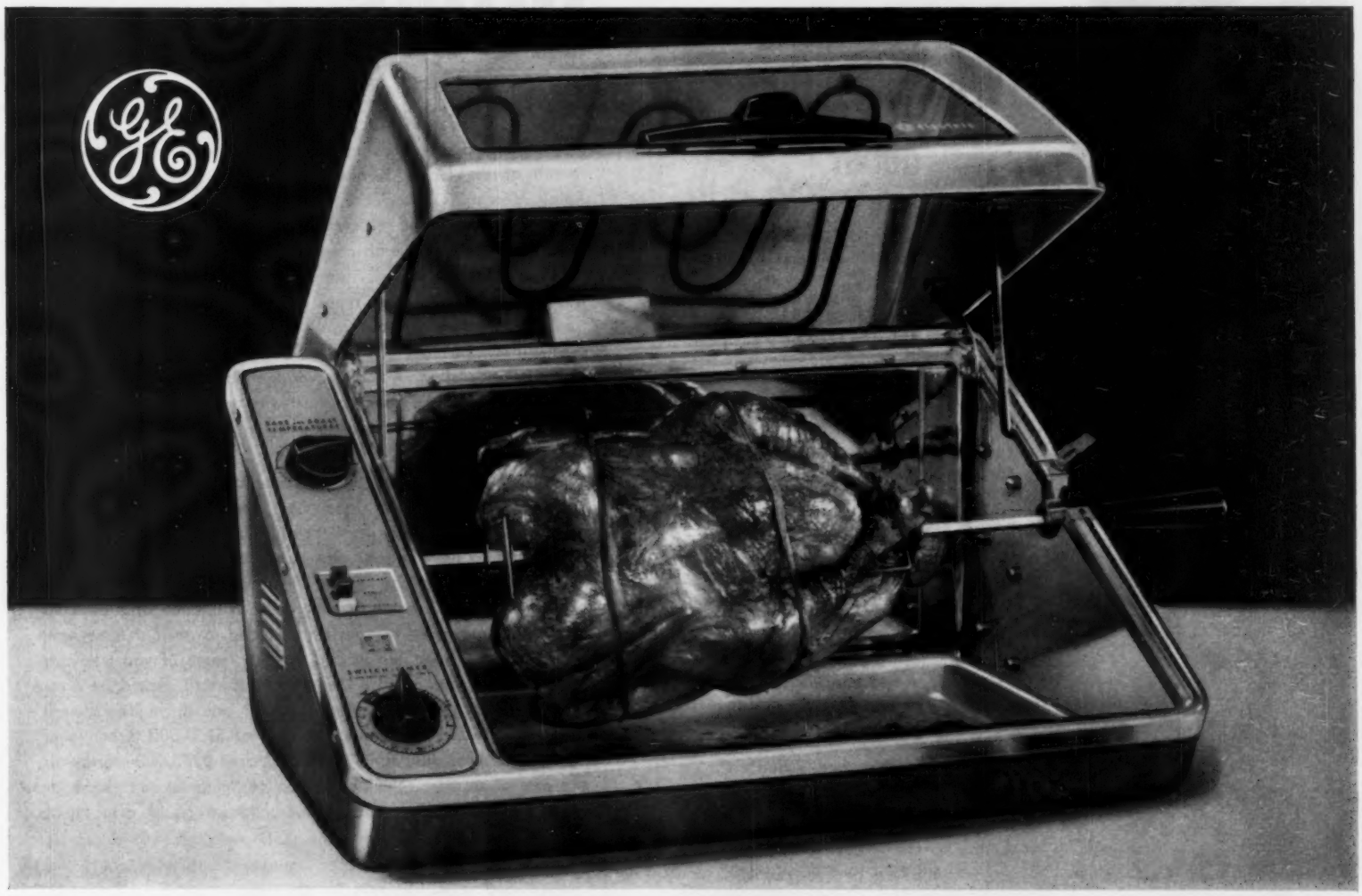
The basic benefit—of prime importance to dealer, serviceman and user alike—is its complete freedom from rust or corrosion. It has been so satisfactory that the Lindsay Co. has, from the outset, provided a lifetime guarantee on the tank. In addition, the fiberglass tanks are much lighter in weight, yet as strong in the application as steel.

The "good behavior" characteristics of the fiberglass tanks have yielded other dividends in making the water softener a fitting partner to other well-styled household appliances. With its attractive exterior, the fiberglass tank softener is at home in the most attractive family utility or laundry room. And Lindsay has produced a fully automatic softener in a cabinet model, styled to match automatic clothes washers or dryers.

The fiberglass tank has its advantages in production, too, Lindsay officials point out. Fewer than one out of every thousand tanks—less than 1/10 of 1 percent—has had to be rejected.

But the proof of a product, it has been said, is its sales. On this score, the fiberglass tank ranks high in public acceptance. Lindsay production is now 100 percent fiberglass tanks for its retail models. This represents, too, a 51 percent increase in the firm's business since fiberglass tanks were introduced in 1955. *End*

NOW from General Electric...a Quality Rotisserie Oven



DESIGNED FOR EXTRA SALES

It's a second oven! Bakes, roasts with range-oven accuracy.

It's a rotisserie! Does a 14- to 16-pound turkey with ease.

It's an infra-red broiler . . . turns out juicier steaks, chops.

Automatic controls . . . push a button, set timer, forget it.

Built and backed by General Electric's world-famed engineering.

Pre-sold by full-color pages in BETTER HOMES & GARDENS . . . HOLIDAY . . . HOUSE & GARDEN . . . HOUSE BEAUTIFUL . . . SUNSET, plus network radio, TV spots and newspaper support.

Here's a new appliance that actually does the work of an automatic range oven . . . and it has the added appeal of being *completely portable*. Also, requires no expensive 220-volt rewiring. Plug it in anywhere. *General Electric Company, Portable Appliance Department, Bridgeport 2, Connecticut.*

$89.95*

*Manufacturer's suggested retail price

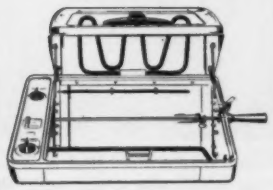
Progress Is Our Most Important Product

GENERAL ELECTRIC

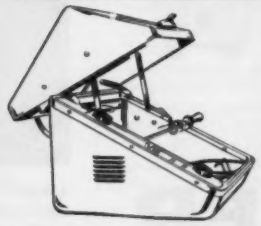
CHECK THESE G-E SELLING "EXTRAS"



Precision thermostat for range-oven accuracy. First in a portable rotisserie oven.



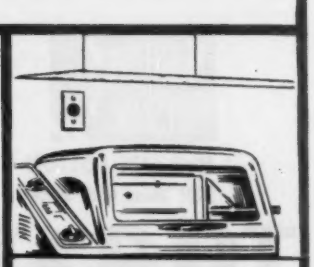
2 separate Calrod® units . . . bottom one for baking, top one for broiling.



New tilt-top opens wide for easy access to the food . . . easy cleaning, too.



G-E Telechron timer buzzes, cuts off heat automatically when food is done.



Compact for storage. Only 12" high. Opens under a standard kitchen cabinet.



What was that about GIANT SIZE PERFORMANCE?

You've heard it right . . . the TOASTMASTER Quick-Heat Automatic Water Heater is a midget for size, but a *giant* in performance!

That's because more and more utilities are approving higher-wattage water heating on their lines . . . giving more and more dealers an opportunity to merchandise and sell the advantages of smaller capacity with BIGGER hot water delivery! Even a 40-gallon model delivers volumes of water comparable to ordinary water heaters of 80 gallons capacity.

As for features, you offer your customers the well-known Life-Belt* Element . . . Ionodoglas* lined or galvanized tanks . . . factory-tested controls . . . Fiberglas insulation . . . and the world-famous TOASTMASTER reputation for superior craftsmanship and outstanding performance.



*"Toastmaster" and "Ionodoglas" are trademarks of McGraw-Edison Co., makers of "Toastmaster" Toasters, "Toastmaster" Water Heaters and other "Toastmaster" and "Tropic-Aire" products. Copyright, 1958, by McGraw-Edison Co., Chicago.

McGRAW EDISON

McGRAW-EDISON CO. • *Clark Division*
5201 West 65th Street • Chicago 38, Illinois

TOASTMASTER
Reg. U.S. Pat. Off.
Automatic Water Heaters

news AT A GLANCE

Two appliance manufacturer executives ladled out some tart talk to department store men at a meeting in New York last month at the Home Furnishings Conference of the National Retail Merchants Association (formerly NRDGA). C. K. Rieger, who heads **General Electric's** big Louisville appliance and television division, said his company's sales to department stores are stabilized at around 7 percent of General Electric's appliance volume, while other types of retailers are increasing their take. He accused them of largely ignoring built-ins, kitchens and dishwashers; he said that while they have the know-how to promote and sell, that this knowledge doesn't seem to include major appliances; he charged them with promoting only "bottom of the line" units and largely ignoring new products.

In another talk, Claire Ely, vice president in charge of marketing for ***Maytag,*** *said department stores ought to hire appliance experts to run their appliance business. He said further that they ought to have bigger and better display, live demonstrations and good service. "Some of you have never been in the appliance business, some of you were in it once and decided to get out of it, some of you who decided to get out have now decided to get back into it, and, frankly, some of you who are in it are not handling it in the way we think it should be handled," he charged. He pointed out that one large department store did a laundry equipment volume of $160,000 three years ago and in 1957 that same store sold over $375,000 worth—an example of positive thinking of that particular store's management. He added that trade-in merchandise could also make profits for the store.*

Appliance manufacturers in the aggregate have approximately twice the production capacity current sales levels require, according to Elisha Gray II, president of **Whirlpool.** As a result, this has been a factor in depressing prices and substantial losses in sales in '57, he said. Coupled with the reluctance of consumers to increase credit purchases, appliance sales have not kept pace with retail sales in general, he said. However, in the face of a general decline of factory shipments of all major appliances amounting to 21.1 percent in '57, RCA Whirlpool volume hit $402.3-million, an increase of 1.2 percent over '56. Net income for the year amounted to $10.6-million, compared to $14.2-million in 1956, or $1.40 per common share.



A RADIO CONTROL mechanism that will permit the housewife to turn on her electronic oven while she is out on a shopping trip was demonstrated recently at Westinghouse Corp.'s annual stockholders' meeting. Chris Witting, vice president in charge of consumer products, explains the unit as TV performer June Graham demonstrates. In the background is a Westinghouse electronic surface cooking unit.

A lot of people in the appliance business may not know that ***Hamilton Mfg. Co.,*** *in addition to making automatic washers and dryers, do a healthy business in medical and dental equipment, laboratory and printer equipment, school furniture, etc. It is a well diversified company which did $29.8-million in net sales last year, made $2.1-million in net profit, or $1.89 per share. Dryer sales were up despite a 15 percent drop nationally.*

Giant **General Electric** chalked up net sales of $4.3 *billion* in 1957, highest in the company's history and an increase of six percent over 1956. Net earnings amounted to $247.9 million, or $2.84 per share. This was an increase of 16 percent over 1956 earnings. Approximately 27 percent of the company's gross volume consisted of appliances, radio and television sets, housewares, air conditioners and lamps.

Zenith Radio *continues to break records. They did $160-million in 1957, up 13 percent over the $141-million sales in '56. Net income hit $8.2-million ($16.58 per share), an increase of 32 percent over the previous year.*

Earnings increased while sales decreased for **Hoffman Electronics Corp.** in 1957. Income for the year was $1.66 million compared to $1.6 million the year before. Sales for the year were $40.9 million compared with $46.5 million in 1956.

Philco Corp. *reported solid gains in 1957. Sales totalled $372.6 million as compared with $356.5 million in 1956, an increase of 5 percent. Net income after taxes for 1957 was $4.4 million, or $1 per common share as compared to 5 cents per share in 1956.*

Some 2,000 air conditioner salesmen and their wives will be air-hopping to the French Riviera and Paris later this year, courtesy of the **Fedders-Quigan Corp.** Last year over 6,000 flew to Nassau. These vacations must pay off because sales of Fedders air conditioners for the last fiscal six months period amounted to $24.6-million and net income totaled $767,000 (40¢ a share) for the period.

Norge *is taking a new look at the service problem and one of its contributions is a new sound slide color film, entitled "Handling Situations and Customers". Designed for distributor and dealer service meetings, it outlines methods for trouble shooting, nuisance calls, overcoming opposition to repairs on in-warranty products, and handling opposition to repairs on a charge basis. Norge points out that it can be used as part of service training programs for radio-TV, appliances, or any other product sold or serviced by distributors and dealers.*

Magnavox has lost no time in stepping into the stereo market. President Frank Freimann unveiled the industry's first instruments to accommodate stereo records in New York on April 2. He said stereo equipment will cost about 50 percent more than monaural hi-fi. Magnavox expects to have new stereo conversion systems for existing hi-fi sets on display early this month.

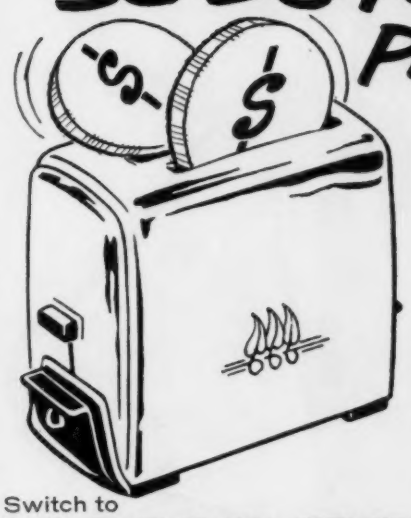
For many retail appliance dealers, the first sign of spring has become an electric fan sales effort aimed at winning some of the $3000 in U. S. savings bonds awarded by the National Electrical Mfrs. Assn. for the best early-season display of electric fans.

"Woody Woodpecker" will help **Motorola** sell its wares through the end of June. Tying in with Kellogg's multi-million dollar "Woody Woodpecker Picture Puzzle" contest, Motorola is offering 701 Hi-Fi in fiberglass models as the only merchandise prizes. Woody Woodpecker point-of-sale and window displays will be used by Motorola hi-fi dealers to tie in with the nationwide promotion.

MORE▸

Toast pops up higher...

SO DO YOUR PROFITS—



...when you push **Hamilton Beach**—the line that stays above the price war!

Here's the only toaster that handles *all* sizes and shapes—party rye, English muffins, even frozen waffles. But best of all it's not being "price footballed"—it returns you a decent profit on every sale!

Switch to

HAMILTON BEACH

GUARANTEED 5 YEARS

Guaranteed 4 years longer because it's built 4 times better!

SEE SPECIAL MESSAGE PAGE 108



Make friends with your customers

You sell the *appliance* on your showroom floor, but when you deliver it, you sell *yourself*. So if you want your customers to remember you with pleasure, do a professional job on every delivery. Protect appliances such as ranges and refrigerators with Webb Slingabouts.® They guard the appliance against bumps and scratches, spare customers' paint and woodwork. Webbing handholds help men maneuver appliances smoothly into place. For further information about Slingabouts (water - repellent canvas jackets lined with soft flannel), fill in the coupon opposite.

WEBB **SLINGABOUTS**

For Radio,TV, Air Conditioners, ask about Wrapabouts®

Webb Manufacturing Co.
2918A N. 4th St., Phila. 33, Pa.

Send price of Slingabout or Wrapabout for
Model #_____ Make_____

☐ Refrigerator ☐ Freezer ☐ Dryer
☐ Range ☐ Washer (specify)

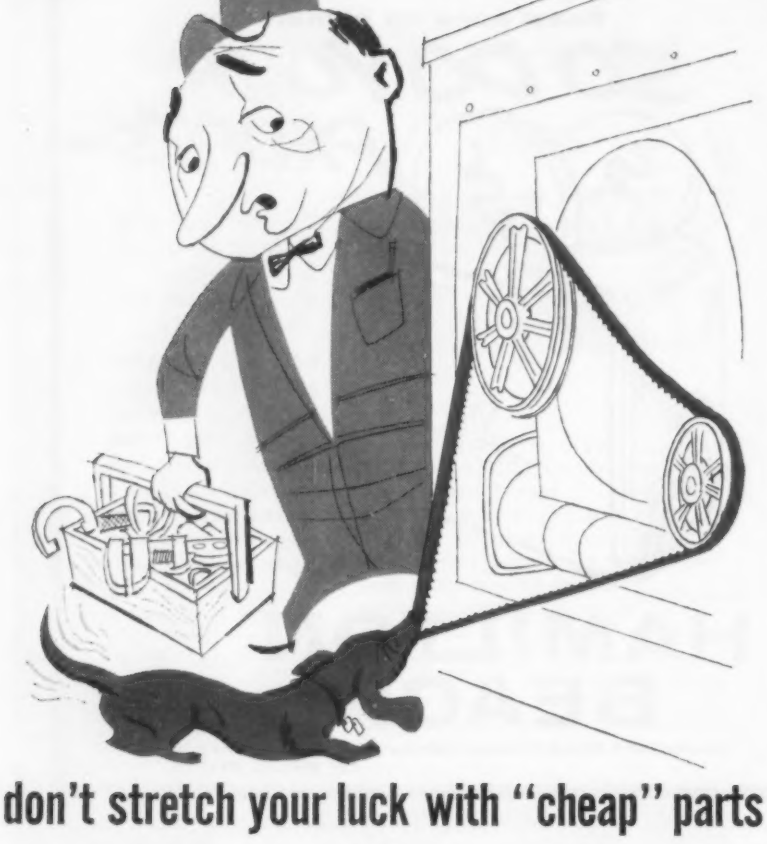
NAME_____

ADDRESS_____

CITY_____

ZONE_____ STATE_____

sad adventures of "OFFIE BRAND" the serviceman

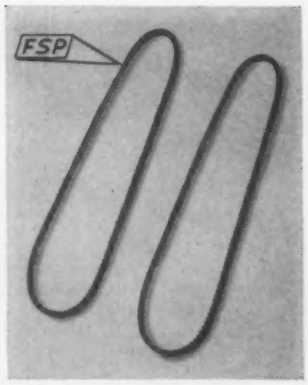


don't stretch your luck with "cheap" parts

ALWAYS USE F.S.P.

Factory Specification Parts perform as promised, protecting your service reputation

Precision made to the same high quality specifications as the original part, "FSP" replacement parts *fit right* and *work right* in RCA WHIRLPOOL appliances. For example, replacement belts will not stretch . . . nor slip . . . under normal use. The high-grade rubber compound, covered with oil-resistant Neoprene, lasts longer . . . over 500 hours of operation. Why gamble? Whenever you need any replacement part, be sure to use "FSP." See your RCA WHIRLPOOL distributor or authorized parts jobber.



THEY LOOK ALIKE . . . BUT CAN BE SO DIFFERENT!
The imitation (right) looks real, but it can lack the high quality of the genuine "FSP" belt on the left.

FSP*

Factory Specification Parts for

RCA Whirlpool APPLIANCES

meet the toughest specifications in the industry

*Tmk.

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks WP and RCA authorized by trademark owner Radio Corporation of America

news AT A GLANCE

With an eye toward increasing their effectiveness in the air conditioning industry, ***General Electric*** *has realigned the business, personnel and facilities of its former air conditioning division into an operating department of the company's Appliance and Television Receiver division. No change in the company's air conditioning distribution channels are contemplated.*

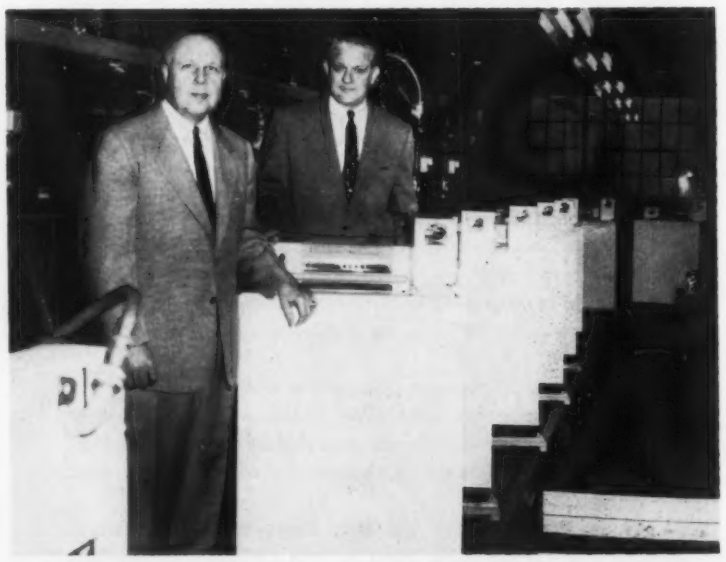
Admiral Corp. reports astounding success with a price cut. The company recently shaved the price on its most popular radio receiver from $15.95 to $12.95. Results are that the company is back-ordered for nearly 60 days. The company has extended the experiment to the television market by cutting the price of its 17-inch receiver from $169.95 to $129.95.

A 60-day automatic washer sales drive was begun April 1 by ***Hotpoint Co.*** *The theme "You can't put a price on quality" will be implemented by a "Beat the Drum" washer sales attempt. Hotpoint is supplying dealers with demonstration ideas, store traffic-building advertisements, a special feature display, a towel mail campaign, special post-sale demonstration monies, and other sales-producing plans. The 16 dealers who generate and use the best ideas will be awarded membership in the Hotpoint Advisory Council and rewarded with a special trip.*

In-Sink-Erator (Racine, Wis.) have just issued an all-inclusive guide to their line of domestic and commercial garbage disposers.

Water conditioner people are set to kick off a big consumer education promotion within the year, says J. D. Roper (Roper Mfg. Co.), newly elected president of the ***Water Conditioner Foundation.*** *The group's 10th Annual Meeting found 65 participating companies as against only nine a decade ago.*

After selling their air conditioning business to a utility group and their gas refrigerator business to RCA Whirlpool, **Servel Inc.** is shopping around to acquire "one or more businesses of a suitable character and with a demonstrated earning capacity". They netted over $80,000 for the first quarter of the fiscal year against a loss of over $631,000 for the same period last year.



COIN-OPERATED automatic washers roll off the assembly line after R. A. Lenna, president of Blackstone Corp., and Jack M. Brown, president of Cole Distributors, Inc., Long Island City, N. Y., signed a contract whereby Blackstone will manufacture automatic washers to be used in coin-operated installations in apartment houses, "washeterias," etc. The units will carry a Cole-Blackstone label.

meetings

The annual meeting of the **Air-Conditioning & Refrigeration Institute** is slated for May 4-7 at The Homestead in Hot Springs, Va. An open meeting will be held on Monday, May 5, the annual meeting itself on Tuesday, May 6.

One of the big items at this year's **Electronic Parts Distributors Show** will be the stereophonic phonograph. The dates: May 19-21. The place: Chicago's Conrad Hilton Hotel.

A program "designed to give dealers, distributors, representatives, and manufacturers in the magnetic recording industry some practical solutions to current sales problems" is the offering of the first annual **Distribution Congress,** which will follow the Parts Show at the Conrad Hilton on May 22.

Utility executives will be heading for Boston in June. They will gather there for the annual convention of **Edison Electric Institute,** June 9-12.

The **National Assn. of Electrical Distributors** will mark the end of its first half century with a giant conclave at the Golden Gate. This year's annual meeting will convene in San Francisco's Civic Auditorium, combining the association's main body with the western regional group.

Chicago's Merchandise and Furniture Marts are readying floor space for the **Summer Markets,** June 16-27.

Atlantic City's Auditorium, meanwhile, is getting a facelifting which should be well on its way toward completion by the time the **National Housewares Show and Home Appliance Mfrs. Exhibits** get there July 7-11. The auditorium is being expanded and remodeled.

Audiophiles will get an earful at the Palmer House in Chicago July 21-24 when the **Music Merchants Show** makes public the latest in hi-fi and stereophonic sound.

Not to be outdone by Chicago, San Francisco's Western Merchandise Mart will feature the **Western Summer Radio-TV & Appliance Market,** July 21-25.



Because so much depends upon the **electric heating element,** today there are **more NICHROME*** heating elements in **more** appliances, by **more** manufacturers than ever before!

...and NICHROME costs no more

Nichrome is manufactured only by

*T. M. Reg. U. S. Pat. Off.

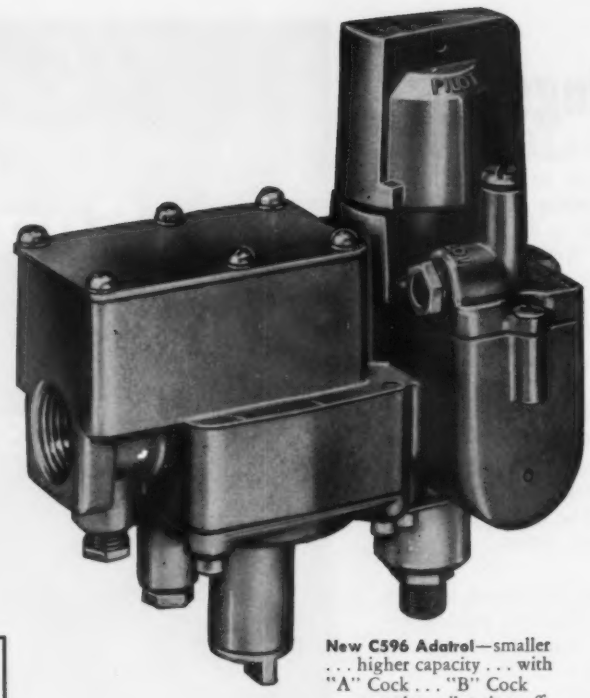
*Driver-Harris** COMPANY HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco • In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario

MAKERS OF THE MOST COMPLETE LINE OF ALLOYS FOR THE ELECTRICAL, ELECTRONIC, AND HEAT-TREATING INDUSTRIES

New flexibility for room and wall heaters

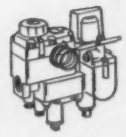
Now, Honeywell's famous Adatrol*—with or without pressure regulator

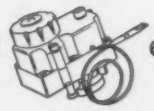


New C596 Adatrol—smaller . . . higher capacity . . . with "A" Cock . . . "B" Cock . . . complete pilot shut-off . . . unregulated pilot gas.

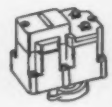
Offer four control combinations—stock one basic unit:

1. Basic C596 Adatrol unit  —for on-off control.

2. Adatrol  plus snap-action T5000 Thermostat equals  V5165 Adatrol.

3.  Adatrol plus T5001 Modusnap* Thermostat  equals

V5166 Adatrol Modusnap  —offers both snap-action and modulating control.

4. Adatrol  plus V8003 24-volt operator  equals V8168 

—provides for control by wall-mounted  Honeywell Round Thermostat.

Honeywell

First in Controls

Honeywell's new C596 Adatrol Manifold (Gas Cock Pilotstat*) is easier to sell than ever! You offer *specific* thermostatic control best-suited to individual needs.

You can sell budget-minded customers the pilotstat now—and their choice of add-on thermostats later.

You stock only one basic pilotstat plus thermostat choices. Installation time is only 5 minutes!

The C596 is shorter to fit modern smaller space installations. Its integrally located pressure regulator is located to provide maximum flexibility for all types of installations.

Learn how Adatrol can help double your room and wall heater profits by calling your local Honeywell office. Or write Minneapolis-Honeywell, Dept. EM-5-50, Minneapolis 8, Minnesota. *Trademark

people in the news

Whirlpool Corp.—Whirlpool has realigned its sales force for RCA Whirlpool appliances. According to Jack Sparks, director of marketing, "we have established what is basically a horizontal organization. For example, our district managers in the field, who formerly specialized on one product each, will henceforth contact their distributors as representatives of the complete RCA Whirlpool line."

John Crouse will be general sales manager for the newly-established general sales division. Operating at a level with the general managers of the utility and product divisions, Crouse will supervise the efforts of the regional and district managers and the sales training department.



JOHN CROUSE

L. W. Howard is the new general manager of advertising and sales promotion. All these activities have been combined under the new set-up.

Harper Dowell, formerly a director of distribution, is now distribution manager reporting to sales vice president John Hurley.

George Stevens, formerly general manager of the range and refrigeration division, has become merchandising manager, assisting Sparks.



GEORGE STEVENS

Sol Goldin, formerly merchandise manager for ranges, is now key accounts manager, reporting to Stevens.

S. E. Sweet has been appointed general manager of the company's refrigeration division. Sweet, who came to Whirlpool from Gibson, succeeds Stevens.



C. M. TIPTON

Gibson Refrigerator Co.—C. M. Tipton, formerly vice president in charge of manufacturing, has been named vice president-operations. Tipton joined Gibson in 1931. He was made assistant works manager in 1949 and became works manager in 1950. He was appointed a vice president in 1953. In his new position, he will be responsible for all manufacturing departments, service department, and personnel and community relations department.



H. T. BUEHRING

Coolerator Div., McGraw-Edison—The division has completed a reorganization and expansion of its national sales program.

H. T. "Ted" Buehring, former air conditioning sales supervisor for Frigidaire, has been named to the newly-created post of merchandise manager.

Robert C. Marbach, former sales promotion supervisor for Servel, has become advertising and sales promotion manager.

E. Warren Headlee, former senior market analyst for O. A. Sutton Corp., has been appointed to the newly-created post of manager of market research and product distribution.



R. C. MARBACH



for motor-driven appliances

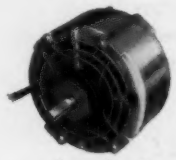
Performance and appearance—the principal points of interest to your customers when buying motor-driven appliances—rate "tops" in devices powered with Lamb Electric Motors.

High sales appeal, resulting from these features, assures good turnover—one of the reasons why leading dealers the country over like to handle appliances motored by Lamb Electric.

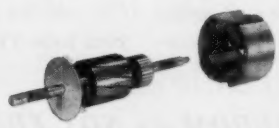
THE LAMB ELECTRIC COMPANY • KENT, OHIO

A Division of American Machine and Metals, Inc.

In Canada: Lamb Electric—Division of Sangamo Company Ltd.—Leaside, Ont.



Motor for air conditioning applications.



Motor parts for household appliances.



Turbine for canister-type vacuum cleaner.

Lamb Electric

SPECIAL APPLICATION FRACTIONAL HORSEPOWER **MOTORS**



In Today's Battle For Men's Minds... Our Greatest Weapon Is *Truth*

Your Dollars Bring Truth and Hope Behind the Iron Curtain

In a scant few years, the spirit of millions of East Europeans may be broken by the never-ending avalanche of Red lies, restrictions and distortions. A great hope remains for them and for the free world: the 29 powerful truth transmitters of Radio Free Europe. They broadcast the news as it really happens, destroy Red distortions, renew hope that freedom will one day return. But freedom is *not* free. Your dollars are needed to help operate Radio Free Europe, pay for its supplies, announcers, political analysts . . . keep its transmitters on the air. Send your truth dollars today to Crusade for Freedom, care of your local Postmaster.

FREEDOM IS NOT FREE!

Your dollars are needed to keep RADIO FREE EUROPE on the air!



people in the news

(CONTINUED)



CARL L. BIXBY

Hotpoint Co.—Carl L. Bixby has been named marketing manager of the kitchen appliance department. He was formerly marketing manager of major appliances-TV for Canadian General Electric and held previous marketing and sales positions with G-E in Louisville. In his new position, he will be responsible for all marketing programs of ranges, built-in appliances, dishwashers, food waste disposers, water heaters, and "Custom Trend" appliances.



A. R. BAGGS

Radio Corp. of America—A. Robert Baggs has been named manager, marketing, of RCA Victor Radio and "Victrola" division. Baggs, formerly manager, merchandising, will now also be responsible for supervision of the division's sales department and advertising and sales promotion department. Baggs joined RCA in 1947 as a sales representative. He joined the RCA Victor Radio and "Victrola" division when it was established in 1954.



SAMUEL O. BRIGGS

Jacobsen Manufacturing Co.—Samuel O. Briggs has been named executive vice president and director of marketing for the Johnston division. Briggs has 30 years experience in the power mower industry. He has been manager of lawn mowers for the Sunbeam Corp., Chicago, and has worked in various managerial capacities for the Ideal Power Lawn Mower Co., Lansing, Mich., and the lawn mower division of Reo Motors, Inc. (later sold to the Motor Wheel Corp.). Briggs was an organizer and former president of the Lawn Mower Institute, Inc.



HENRY E. BOWES

Lewyt Corp.—George Forman has joined Lewyt as advertising and sales promotion manager. He was formerly director of advertising and sales promotion for the Emerson Radio & Phonograph Corp.

Philco Corp.—Henry E. Bowes has been appointed vice president-marketing. Bowes, who now has complete authority over all marketing of Philco consumer products in the U. S., joined Philco in 1936 as a member of the auto radio division. Since then, he has been sales promotion director of the television division, general manager of the radio division, and, up until now, vice president and general manager, TV division.

John M. Otter, former executive vice president of Philco, will head John M. Otter Co., newly-named Philco distributor in the Philadelphia area. Otter has taken over the Philco franchise from Philco Distributors, Inc.

Otter was elected Philco's executive vice president in August, 1954, and became executive vice president-marketing in 1956. He was a member of the board of directors.

AMERICAN FURNITURE MART

Summer Market

June 16-26, 1958

Write Today for Admittance Passes

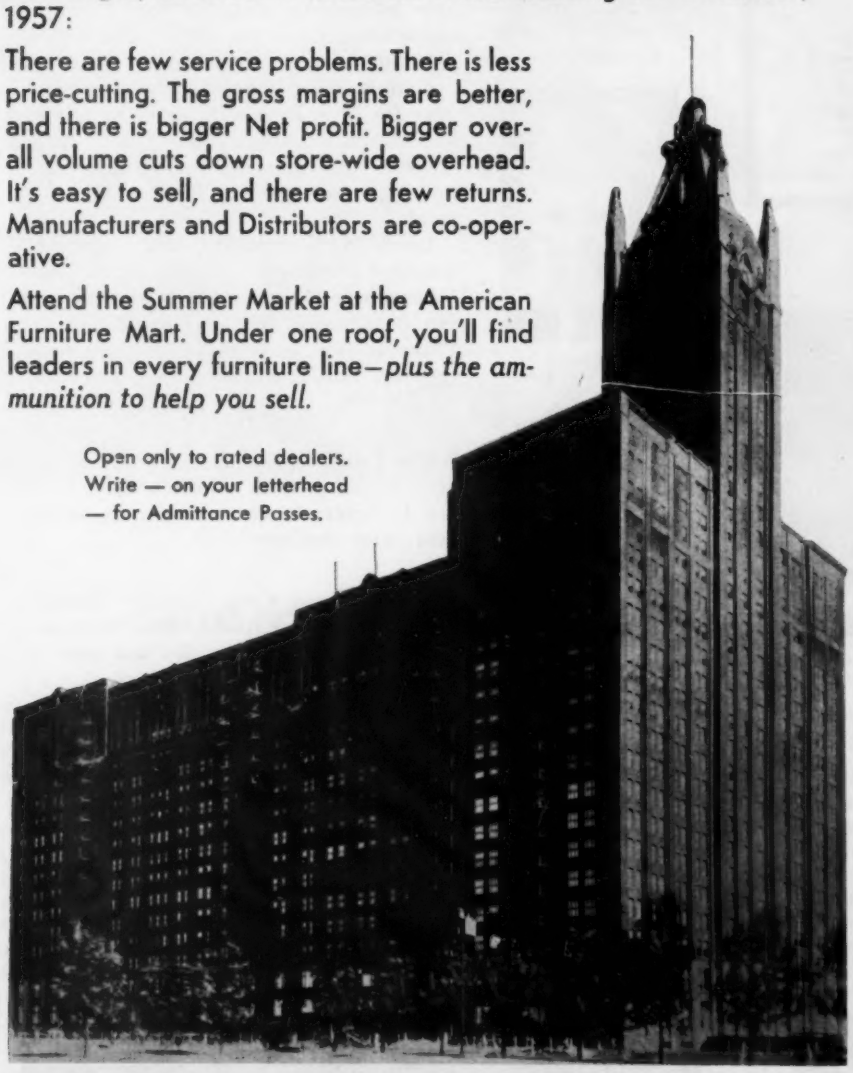
"New Opportunities" — pointed out by *Electrical Merchandising*, December '57

More and more appliance stores are taking on furniture; those who have entered the field are expanding the department. Here are the advantages, as listed in *Electrical Merchandising* for December, 1957:

There are few service problems. There is less price-cutting. The gross margins are better, and there is bigger Net profit. Bigger overall volume cuts down store-wide overhead. It's easy to sell, and there are few returns. Manufacturers and Distributors are co-operative.

Attend the Summer Market at the American Furniture Mart. Under one roof, you'll find leaders in every furniture line—*plus the ammunition to help you sell.*

Open only to rated dealers. Write — on your letterhead — for Admittance Passes.



CAN FURNITURE HELP YOUR PROFITS?

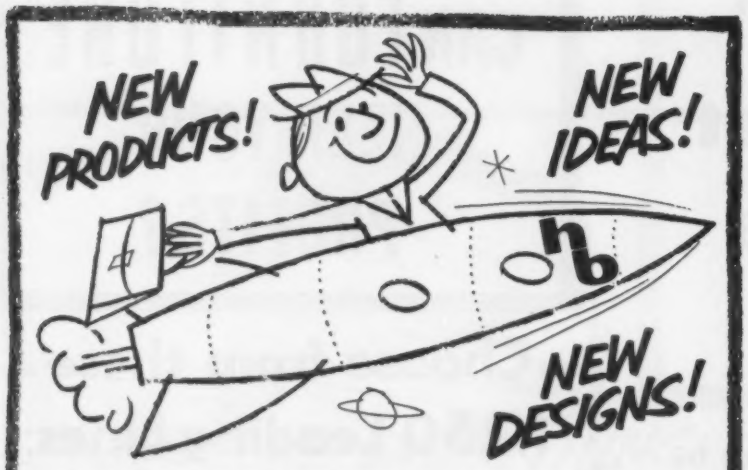
Choose from these 1,250 Leading Lines:

143 UPHOLSTERED
104 BEDROOM
94 DINING ROOM
137 BEDDING
246 TABLES
93 DINETTES
48 LAMPS
52 OUTDOOR
25 NOVELTIES
17 STOVE-RANGE
62 KITCHEN
37 JUVENILE
48 METAL FURN.

Plus 42 DISPLAY & ADVERTISING SPECIALISTS

AMERICAN FURNITURE MART

666 LAKE SHORE DRIVE — CHICAGO 11, ILLINOIS



HAMILTON BEACH—the *quality-profit* line in housewares—has startling news in store for you! Get aboard now and push the line that stays above the price war—that returns you a profit on every sale.

Switch to...

HAMILTON BEACH

GUARANTEED 5 YEARS

Guaranteed 4 years longer because it's built 4 times better!

SEE SPECIAL MESSAGE PAGE 130

Quick easy way

to make pipe connections

FOR WASHERS, DRIERS, REFRIGERATORS, AND OTHERS



Model CT—with flared joint for copper tubing

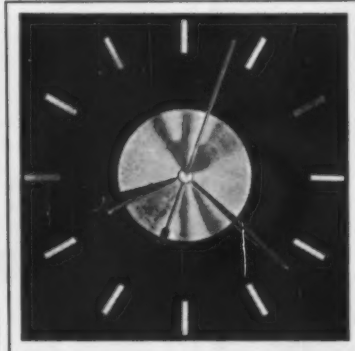


Model ST—for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA



BUILT-IN WALL CLOCKS
By
HOWARD MILLER

ONE OF THE HOTTEST ITEMS TODAY — the new, modern clock idea that has become the smartest trend in home and office accessories. Simple instructions with marking template for easy wall installation. Guaranteed self-starting electric synchronous movement. Display this popular built-in line for quick sales. — and remember it's the name that counts.

From
$11.95



Write to Built-In Division

HOWARD MILLER CLOCK CO.
Zeeland, Michigan

people in the news



P. T. CONNOLLY



J. E. CLARKE



JAMES A. RIDDELL



D. B. JONES



EDITH RAMSAY

General Electric Co.—Patrick T. Connolly is manager of merchandising for the vacuum cleaner department. He was formerly with Maxon, Inc., an advertising agency.

John E. Clarke has been named merchandising manager for the portable appliance department. Prior to his new appointment, Clarke served as merchandising manager for television in the Hotpoint Co. division of G-E for two years. Previously he had worked with several advertising agencies and with the American Institute of Laundering.

James A. Riddell has been named sales manager for General Electric automatic blanket department. Riddell joined G-E in 1941 and served in various sales capacities as a district representative and headquarters sales specialist. He was manager of product planning for the automatic blanket and fan department before receiving his new appointment.

John B. Brawley has become sales manager for fans, heaters, heating pads, and vaporizers. Brawley came to G-E in 1945. He was sales manager for heating pads and vaporizers prior to his new appointment.

Lewis W. Waters has been appointed manager of marketing administration for all products of the automatic blanket and fan department. Waters joined G-E in 1951. He was most recently sales manager for fans and automatic heaters for the company.

White Products Corp.—D. B. Jones has been named general sales manager. Gordon J. Vander Weele has been appointed field sales manager.

Fedders-Quigan Corp.—Joseph Giordano has become assistant to the vice president of manufacturing. He has been a production engineer at Fedders.

EDITH RAMSAY, home equipment editor of *American Home Magazine* for the past 12 years, has joined the staff of *Look* as merchandise editor. Prior to joining *American Home,* she was woman's coordinator of major appliances for Bamberger's in Newark, N. J. She is on the planning committee of the American Home Laundry Mfrs. Assn. Conference.

KATHERINE A. FISHER, retired director of the Good Housekeeping Institute of *Good Housekeeping* magazine, died recently in New York City. She served as a director of the Institute from 1924 until 1953.



Product performance determines your real profit in dishwashers!

Profit cannot be measured by the price tag on the dishwasher you sell. Ease of installation and PERFORMANCE of the unit AFTER it is installed have a big bearing on your *real* profit!

KitchenAid dishwashers are performance-proved, designed to do the job right. There are no plumbing problems. Easy to install in any of eight models, KitchenAid almost never needs service. When it is needed, it can be accomplished entirely from the front without unplumbing. Special construction permits unit to slide in easily over roughed-in plumbing for original installation. *All* connections can be made from the front.

Homemakers like KitchenAid because it washes and rinses thoroughly and safely. Timed Spray Cycle clears plumbing lines of cold water, warming up the dishwasher interior before the washing action starts. KitchenAid has completely *effective* capacity...there are no blind areas in the wash pattern. The dual-strainer system keeps water clean and prevents food particles from spraying back on tableware. Drying is complete with sanitized air, heated electrically and circulated by a separate blower-fan. Uniform heat prevents crazing or discoloration of dishes. One way to make sure of *real* profit: handle a dishwasher that doesn't require constant service and adjustment. A product that gives customer satisfaction not only sells other dishwashers, but brings those satisfied customers back to you when they need other appliances.

New KitchenAid display merchandiser... powerful profit package!

A real dealer profit package, the new KitchenAid Display Merchandiser is made of simulated birch base cabinet and a flecked red counter top that put the dishwasher in a realistic setting, surrounded with sales appeal. It sets up easily and takes very little space. Another powerful part of this tremendous KitchenAid promotional package is a CUSTOMER SELLING EASEL, 18 pages of features and reasons for "Why Buy KitchenAid." To complete the package there are colorful counter cards, lively mobiles, smart decals for door or truck, window or wall streamers, specification sheets, ad mats, post cards, envelope stuffers, colorful brochures, Radio and TV spots. Ask your KitchenAid distributor how you can get your new merchandiser. Or write Troy.

KitchenAid.
dishwashers

The Finest Made...by Hobart

The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

Mail coupon for complete details on new dealer display merchandiser.

KitchenAid Home Dishwasher Division, Dept. KEM
The Hobart Manufacturing Co., Troy, Ohio

Please send details on the KitchenAid dealer merchandising kit.

Name.....

Firm.....

Address.....

City.....*Zone*.....*State*.....

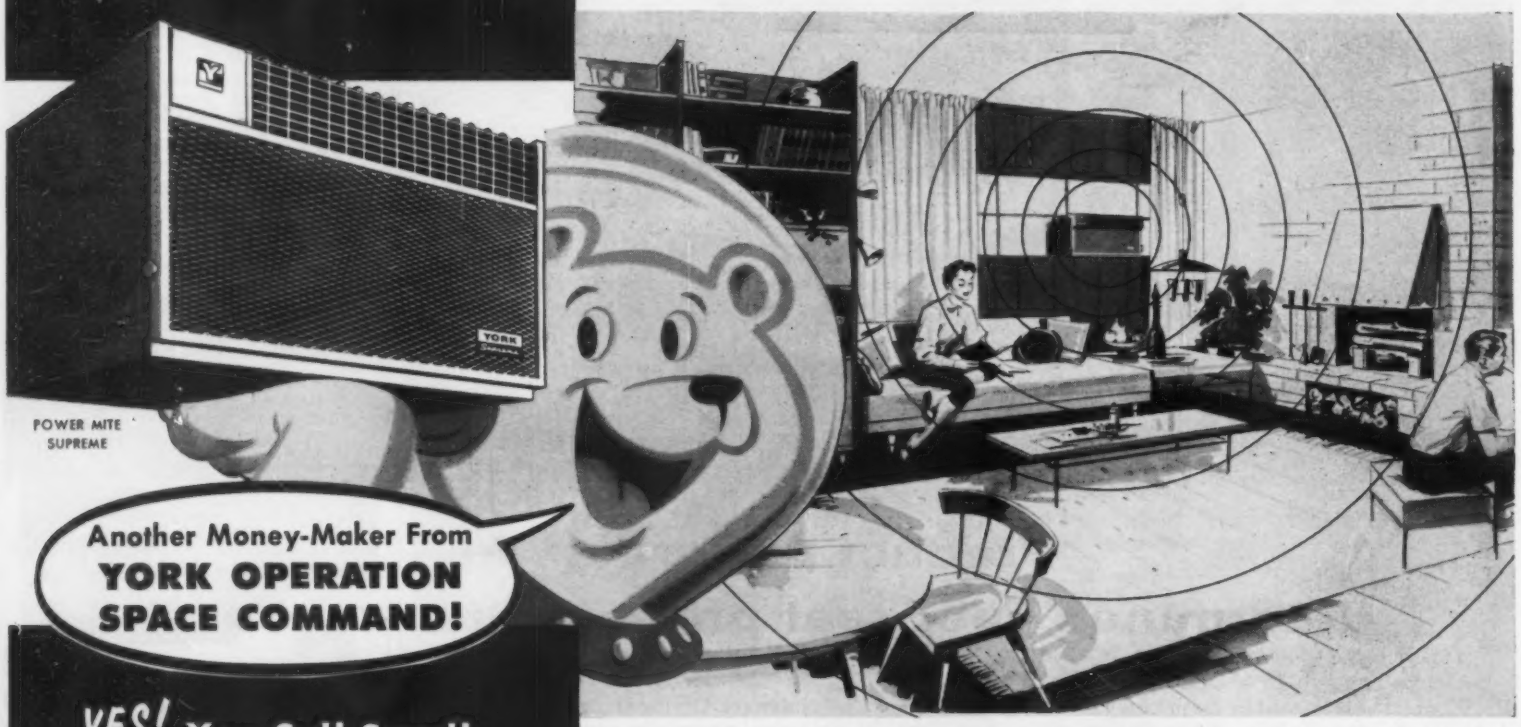
Tiny 1 HP Unit
Filters And
Dehumidifies As It

COOLS SPACE 1,428 TIMES ITS OWN SIZE!

YORK

Power Mite ROOM CONDITIONER

Multiplies Pick-up Sales and Profits...
Reduces Storage and Display Space...
Slashes Delivery Expense and Bother!



Another Money-Maker From
YORK OPERATION SPACE COMMAND!

YES! You Sell Small Size, High Power Plus All These Extras:

- York Draft-Free Multi-Directional Cooling
- York Automatic Temperature Control and Two Cooling Speeds
- Choice of models operating on 115 Volt — 12 or 7½ amp.—and 230 Volt Current
- Five-Year Protection Plan on Cooling Circuit

At last! A full power—8,000 B.T.U.—room air conditioner with all the sales advantages of small size! Every good prospect in town will want one just as soon as the hot weather strikes! For the Power Mite is nationally advertised, nationally promoted. And customers can actually pick it up... carry it home...install it themselves in minutes without the use of a single tool! Call your York Distributor today and be sure of a quick pick up for sales and profits this summer!

Your FUTURE and FORTUNE Now Lies With YORK

YORK

York Corporation, York, Pa. Subsidiary of Borg-Warner

new products

ANNA A. NOONE Editor





RAC-Whirlpool Mark XII cleaner No. E-90

RCA-Whirlpool Cleaner

Imperial Mark XII home cleaning system is a canister type cleaner with a power-driven brush. Electrically powered revolving-brush nozzle for cleaning carpets has own motor built-in to drive spiral-type carpet brush; slips onto end of wand as an attachment; gets power through cord plugged into cleaner itself. Aluminum nozzle weighs 5 lbs., 4-in. high; moves on own wheels to get under low furniture; flexible connection and rear wheels automatically adapt nozzle to various rug thicknesses.

Aluminum canister, in green and gray baked-on enamel, features hinged cover that swings up at touch for easy access to filter bag and attachment compartment where floor and wall brush, upholstery nozzle, dust brush and crevice tool are stored when not in use. Positive spring-loaded roller holds cover closed when cleaner is in use.

Exterior dimensions of canister are same as earlier introduced Imperial: 8 x 13½ x 19-in.; stores on closet shelf, under bed, or it may be stood on end; low center of gravity and rear swivel caster adds to maneuverability; weighs 15 lbs. without, and 24 lbs. with tools.

Other features include flexible Vinyl hose; lightweight telescoping wand; 1-hp. motor; glass fiber motor filters; extra large dust bag and on-off toe switch. **RCA Whirlpool Home Appliances, Whirlpool Corp., St. Joseph, Michigan.**

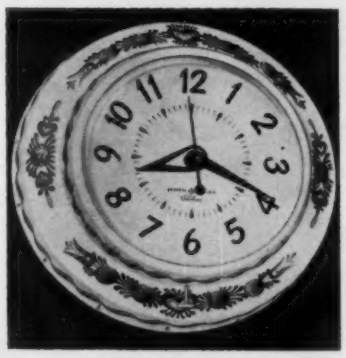


G-E-Telechron "Journeyer"

G-E Telechron Clocks

Three new G. E.-Telechron clocks are introduced

"Journeyer," an electric travel alarm, 3½ in. square, features an alarm that sounds for as long as 45-min.; London tan leather case with snap open flaps covering dial and back; luminous hands and numerals.



G-E-Telechron "Festival"

"Festival," kitchen clock features multi-color patterned frame around circular white dial; art motif set against solid backgrounds of yellow, white or black; metal case shaped to hug wall; 7-in. diam., 2½ in. deep; black numerals and hands with red sweep second hand.

"Room-Mate," now available in blue, gray or pink as well as ivory; comes with standard white or luminous dial. **Prices:** "Journeyer," $9.98; "Festival," $6.98; "Room-Mate," $4.98 plus tax. **General Electric Co., Ashland, Massachusetts.**



Thermador "Clear-View" cooler

Thermador Evaporative Coolers

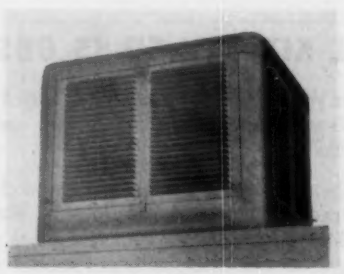
Two new evaporative coolers, "Clear-View" and a Thermador CB-2655-2 trailer cooler are announced by Thermador.

Window-mounted "Clear-view" allows window to be closed and locked; comes in 3 models: CB-35CV-2, CB-40CV-2, and CB-50CV-2 with capacities of 3500 cfm for CB-35CV-2, to 5000 cfm on the CB-50CV-2 at high speed.

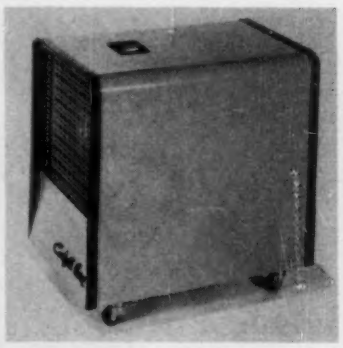
Mounted on window sill with entire cooler outside room; 2-speed blower and motor driven pump is controlled by a 6-way piano-key, pushbutton control; pump can be operated alone to pre-soak the pads for quicker cooling; cooler can be operated with blower only as circulating ventilator. All have 16-way adjustable front louver panels as standard equipment; 2-speed motor, motor driven pump, float valve and all controls; artic blue baked enamel finish with ivory and gold trim.

Evaporative trailer cooler CB-26DD-2, a 2600 cfm, 2-speed model designed for trailer use features 2-speed blower, motor driven pump system; operates by 6-way piano-key pushbutton control; blower may be run alone for ventilation or with pump for fast cooling, or more gentle cooling in evening; pump may be operated alone to pre-soak pads so cooling air is instantaneous when blower is turned on. Fits standard 14 x 14 in. opening; comes equipped with grille kit, pushbutton controls, float valve, pump and 2-way adjustable grille louvers; artic blue baked enamel finish with ivory grille.

Prices, "Clearview, $188.95; Trailer cooler, $158.50. **Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles 22, California.**



Thermador Trailer cooler CB-2655-2



Comfort-Aire dehumidifier DHA-70

Comfort-Aire Dehumidifier

Automatic deluxe dehumidifier DHA-70 features a built-in automatic humidistat with nylon sensing element to control excess humidity automatically, for residential basements and over the floor drain. Completely portable on a free-swivel casters, measures 16 x 12 x 18 in.; ⅙ hp Tecumseh compressor; Freon 12 refrigerant; spiral aluminum evaporator; 4-blade single piece 8-in. fan; 8½ qt. styrene plastic bucket; draws up to 3 gal moisture from air per day; gray and blue mar-resistant enamel finish.

Price, $129.95. **Heat Controller, Inc., Losey at Wellworth, Jackson, Michigan.**

Youngstown Kitchens

the new, sell-easy kitchen appliance with



AT LAST! THE ONE AND ONLY APPLIANCE OF ITS KIND! MADE TO SELL

MAKES ALL KITCHEN SINKS OBSOLETE!

Never before have you had a money-making chance like this with a brand new, full-profit appliance that's needed and wanted in every kitchen in the land!

Youngstown Kitchens new Servi-Center is an eye-catcher, a traffic-stopper with no trade-in or mark-down problems. Show it... display it... hire a demonstrator to get complete meals right before your customers' eyes! *It sells itself* with new exclusive dashboard complete with electric control panel for new small-appliance cooking... offers sales appeal no other appliance can equal today!

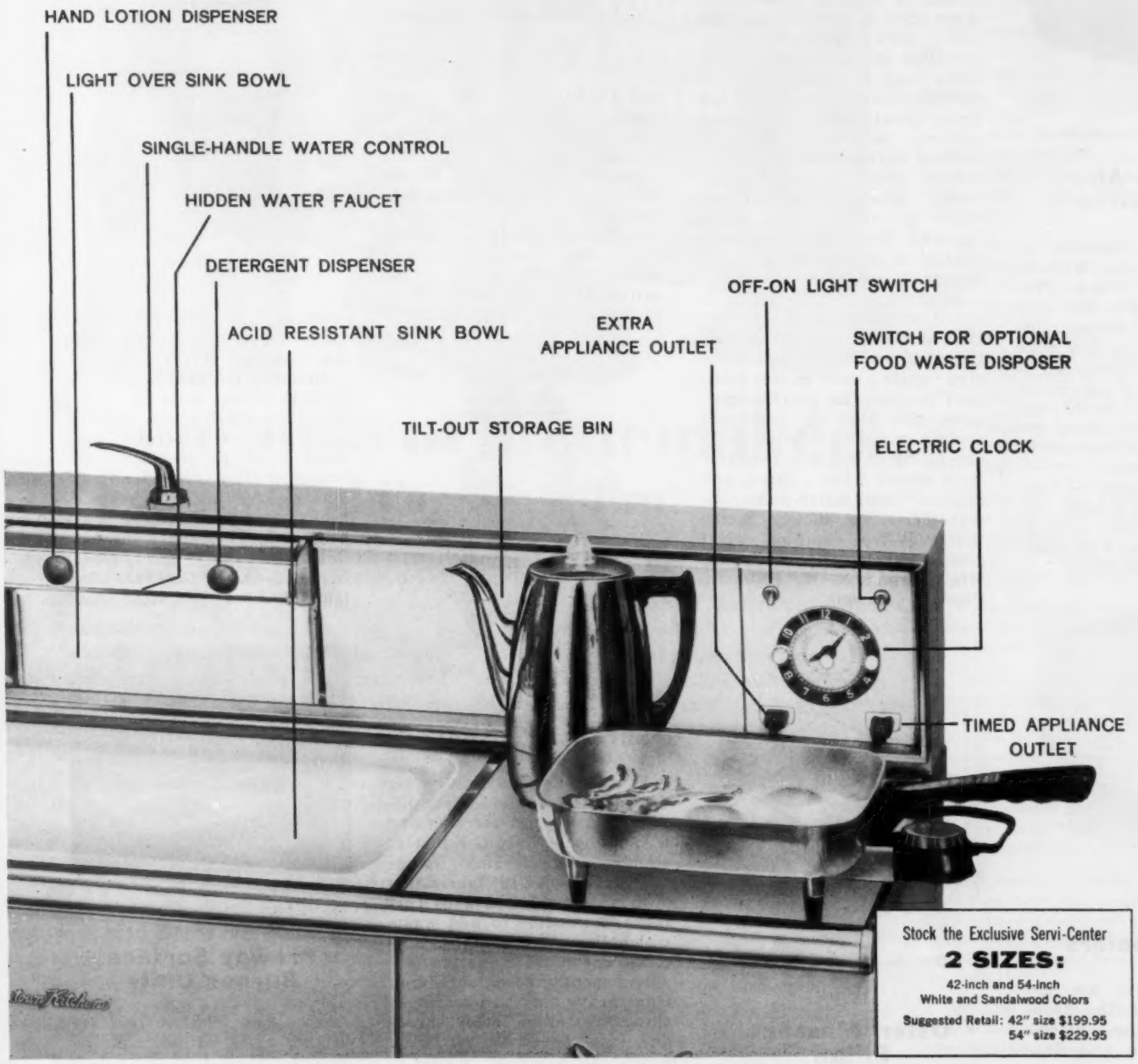
BACKED BY THE NATION'S BIGGEST KITCHEN AD CAMPAIGN.

TIE IN your advertising and promotion with the big full-color ads reaching over 50 million readers in SATURDAY EVENING POST, July 5, GOOD HOUSEKEEPING, July, BETTER HOMES AND GARDENS, July. Make sure your store name is listed in the spectacular gatefold ad in the July 5th Post.

PLUS Complete Dealer Promotion Package. Ask your Youngstown Kitchens Distributor for the new Servi-Center Promotion Kit... Display pieces, Ad Mats, Direct Mail pieces, Demonstration ideas and plans... it's all there. Everything to help you pull in customers. All Servi-Centers shipped complete with P&G "Joy" detergent.

SERVI-CENTER*

14 (count 'em) appliance features you can demonstrate!



Stock the Exclusive Servi-Center

2 SIZES:

42-inch and 54-inch
White and Sandalwood Colors

Suggested Retail: 42" size $199.95
54" size $229.95

AT FULL MARK-UP AND FULL PROFIT WITH NO INVENTORY PROBLEM!

Call or wire your Youngstown Kitchens Distributor now or mail this coupon.

AMERICAN-Standard
YOUNGSTOWN KITCHENS DIVISION

*Reg. Applied For

Servi-Center Dept. EM-58
AMERICAN-STANDARD,
YOUNGSTOWN KITCHENS DIVISION,
Salem, Ohio

Please rush me details on your new Servi-Center Appliance Promotion.

NAME:_____

FIRM NAME:_____

ADDRESS:_____

CITY:_____ STATE:_____

new products



Comfort-Aire Dehumidifier No. DHL-10

Comfort-Aire Dehumidifier

Comfort-Aire's Satellite lo-cost dehumidifier No. DHL-10 features a ⅙ hp. system; Tecumseh compressor; spiral aluminum evaporator; 4-blade, single piece 8-in. diam. fan with 180 cfm. capacity; draws up to 3 gal. moisture every day; plugs in anywhere, can be placed over basement floor drain, hung between joists of rafters, or to drip into laundry tub.

Weighs 40 lbs.; carry-all handle on top; baked enamel finished furniture steel cabinet. **Heat Controller, Inc., 1900 Wellworth Ave., Jackson, Mich.**



Palmaire cooler

Palmer Coolers

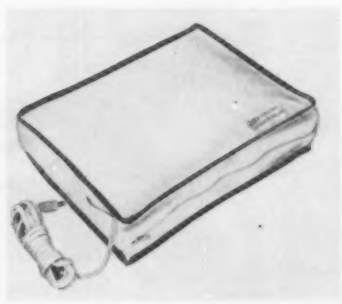
Two new coolers are announced by Palmer, the Royal deluxe window-type blower cooler in Palmaire and Sno-Breze lines, and the Blizzard twin-blower portable cooler No. B-1282P.

Window-type blower coolers equipped with recirculating pump and air volume control, comes in 3 sizes: P-300 WP, 3,000 cfm; P-400WP, 4,000 cfm and P-450WP, 4500 cfm; easily installed in double-hung windows from 24 in. up; features include control panel of lustrous metal finish in striped pattern; window section of cabinet visible inside room represents latest TV-type styling; white plastic airconditioner style grille has twin circle "around the clock" directional control of air stream; domes in decorator colors.

Blizzard, twin-blower, 2-speed portable cooler has charcoal and simulated white walnut wood grain cabinet; TV design; white plastic grille; 4 colored pushbuttons provide operation for high or low-speed cooling or air circulation only; one filling of 3½ gal. reservoir lasts about 6-hrs.; brass and stainless steel water pump; direct drive on blower motor shaft; TV-type stand on swivel plastic wheels optional. **Palmer Mfg. Corp., 220 W. Fillmore, Phoenix, Arizona.**



"Blizzard" cooler



Oster massage pillow No. 198

Oster Massage Pillow

Oster's electric massage pillow can be used on legs, hips, sides, shoulders, back or neck to soothe aches, relax tensions, relieve tired muscles; soft vinyl cover wipes clean with damp cloth—no washing necessary, operates on 110-120 volts, 50-60 cycles a.c. only; unit consists of massage unit, foam plastic padding and removable non-staining vinyl cover. **Price,** single speed model 198, $14.95. **John Oster Mfg. Co., Milwaukee 17, Wis.**



Salton "built-in" Hotray

Salton Hotray

Salton's "built-in" automatic Hotray is available in 4 sizes: BT-121, 11 x 20-in.; BT-141, 15 x 20-in.; BT-151, 16 x 24-in. and BT-161, 16 x 28-in.; each complete with switch and pilot light assembly; Hudee frame for easy installation; thermostatically controlled Hotray keeps food at right eating temperature without overcooking, burning or drying out; unit fits flush with counter or cabinet surface; only 1¼ in. thin. **Salton Mfg. Co. Inc., 312 E. 95th St., New York, 28, N. Y.**



Shred All disposer SD-70

Shred All Disposer

Featured in this heavy duty continuous feed food waste disposer is a 10-year warranty and a ⅓ hp heavy duty G-E motor; stainless steel sink flange adapter; sealed-in lubrication system; splashguard flaps that make it possible to add waste which disposer is running; neoprene cushioned mounting; resilient mountings on shredding ring; heavy duty ball bearings; chrome-vanadium steel shredding ring; shred control to assure that all food waste is ground down to fine particles; motor overload reset button, and quiet operation. **W. T. Hedlund Mfg. Co., 4600 W. Washington Blvd., Los Angeles 16, California.**

G-E 1958 Disposers

"Super-grinding" action that permits fast and fine grinding of all types food waste is featured in G-E 1958 Disposall line of 2 models—a budget-priced continuous-feed type and a custom model with safety Twistop control which permits operation only when top is locked in plate (Twistop also has a built-in switch).

Weighs only 20 lbs; easy to install, the 1958 models come packaged in take-it-with-you cartons with punch-out handles for 1-handed carrying.



G-E "custom" Twistop disposer

Grinding mechanism features include strong impeller plate; impellers which rotate 360 deg. practically eliminating jamming; new-type, jet-plane stainless steel alloy scientifically-designed shredding ring; keyhole-type mounting assembly. Continuous-feed model has all white finish; "custom" Twistop model blue-and-white. **General Electric Co., Louisville, Kentucky.**



Preway surface unit

Preway Surface Burner Units

New look electric surface cooking units No. 390 and 395 feature divided top; pylon control, panel and enclosure for switches mounted at back and above surface of drop-in 4-element units; switch panels light up in various colors when switches are on, giving fast, easy identification of element being used; both models feature thermal eye cooking, infinite controls and speed elements. No. 395 is larger and has a convenient appliance outlet and mini-breaker fuse No. 39 is 30-in. wide; No. 395, 36-in. wide. **Preway Inc., Wisconsin Rapids, Wisconsin.**



SUCCESSFUL FARMING *Home Equipment Editor, Ruth Krustev, presents the magazine's award-winning film strip, "Planning Your Farm Kitchen."*

Thousands of homemakers
see Successful Farming film!

SUCCESSFUL FARMING's 1958 Kitchen Modernization Promotion...a coordinated dealer merchandising program . . . is helping farm homemakers *buy*—helping dealers *sell!*

Dealers, distributors, utilities, and educational organizations were offered SUCCESSFUL FARMING's film strip, "Planning Your Farm Kitchen" (at $9.95)—and 373 firms and organizations purchased this film strip, showed it to audiences totaling thousands! A few of the enthusiastic comments from their letters are shown at the right.

The SUCCESSFUL FARMING film strip also won the Blue Ribbon Award of the American Society of Agricultural Engineers Committee on Extension—for best film strip, developed by a commercial concern, that benefits farm business and farm living.

Dealers taking part in the 1958 SUCCESSFUL FARMING Kitchen Modernization Promotion are also offered a Farm Kitchen Ideas book ($12.50 per 100), and two merchandising kits. Stores buying these sales aids were listed as Authorized SUCCESSFUL FARMING Kitchen Ideas Centers in the March issue.

Over 121,000 copies of the SUCCESSFUL FARMING Farm Kitchen Ideas booklet have been purchased by dealers, distributors, the utilities, and the extension service—and were distributed at demonstration meetings to stimulate kitchen modernization.

This Farm Kitchen Modernization Promotion extends the influence of SUCCESSFUL FARMING beyond the pages of the magazine—through idea-packed selling tools for dealers, utilities, and other organizations...to be used in group meetings where consumers see the actual appliances and modern kitchens in operation. SUCCESSFUL FARMING families are your best prospects!

In 1957 the estimated average cash farm income of SUCCESSFUL FARMING farm families was $10,870...an all-time high! And for more than a decade, SUCCESSFUL FARMING families have earned an estimated annual average cash farm income of around $10,000. SUCCESSFUL FARMING families have money and means . . . aggregate a market equivalent to another national suburbia!

SUCCESSFUL FARMING enjoys an influence with its audience unmatched by any other medium—based on fifty-six years of service to better farm business and better farm living.

The 1958 SUCCESSFUL FARMING Farm Kitchen Modernization Promotion is building sales for dealers and distributors!

Ask the nearest SUCCESSFUL FARMING office about today's greatest selling opportunity!

Unanimous enthusiasm . . .

"At the Howard Lake, Minnesota, annual home builders' show, the SUCCESSFUL FARMING *film was presented to about 4,000 people for the Central Lumber Company. We have also shown your film at 13 different lumber yard managers meetings with wonderful success."*—Carr-Cullen Company, Minneapolis, Minnesota

"The SUCCESSFUL FARMING *film was shown to nearly half of the presidents of each Farm Bureau group in the townships in our territory. Without exception, each lady indicated her approval of the film."*—Foster Furniture, Algona, Ia.

"We have used the "Planning Your Farm Kitchen" film strip at all meetings we've been asked to attend this year. It met with excellent response."—Hanson's Furniture, Worthington, Minnesota

"We showed your film strip to group meetings of Local County Extension and REA offices. We plan to show it at the Oklahoma State University home economics classes to 250 young women."—Kitchen Interiors, Oklahoma City, Oklahoma

"We have shown the SUCCESSFUL FARMING *film strip to several utility personnel groups, and plan to show it to a rural electric power group in Valley, Nebraska."*—Nebraska Custom Kitchens, Omaha, Nebraska

"The Wisconsin Electric Power Company, with headquarters in Milwaukee, has most graciously agreed to allow the use of the film in each of their seven or eight branch houses."—MajorAppliances,Inc.,Milwaukee,Wisconsin

"Thank you very much for your film. We are planning to show it to the Home Agents during their conference."—State of Michigan, Cooperative Extension Service

"The film strip gives many ideas for planning kitchens. The Home Agents have requests for program material at special meetings over their counties and the film strip fits in well."—State of North Dakota, Cooperative Extension Work in Agriculture and Home Economics

"We think the film is very well done. We are sending it to our districts to show to appliance dealers."—Central Illinois Public Service Company, Springfield, Illinois

"Your slide film will be shown before a group of Home Demonstration Agents, County Agents, utility home economists, and rural promotion people from the various electric utilities companies in the state of West Virginia."—Monongahela Power Company, Fairmont, West Virginia

"We will profitably utilize the SUCCESSFUL FARMING *film strip presentation with rural youth groups, home economics classes, and women's groups in our various divisions."*—Northern States Power Company, Minneapolis, Minn.

"Your film strip is attracting a lot of attention and interest among home owners and sales people. We have shown it to women's clubs and electric cooking classes in Weeping Water, Valley, Arlington, and Blair, and to all of the sales people in our company."—Omaha Public Power District, Omaha, Nebraska

"We have shown your film to some 12 groups averaging about 30 ladies each. It gives us contact with home owners interested in their kitchens we would not otherwise meet."—W. Hare & Son, Noblesville, Indiana



One of 753 Authorized Kitchen Ideas Centers . . . bringing practical advice on modernization to buy-minded farm families.



Successful Farming

Des Moines, New York, Chicago, Detroit, Philadelphia, Cleveland, Atlanta, San Francisco, Los Angeles

"Dear Sir:
I accept your invitation
RCA Victor Color

We asked our customers what they honestly thought of Color TV. Here, in their own words, are the typical answers—

"There's not enough room on this card to say how much I like Color television. It's easy to tune. It's as real looking as 3-D. My husband even likes to watch musicals in color now, and he used to hate them in black-and-white."

Chicago, Illinois



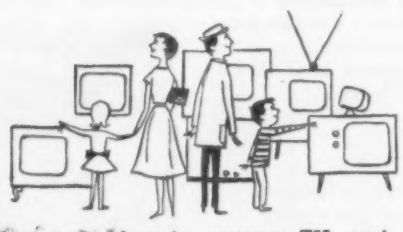
"Puts spice into watching TV..."

"We've always had RCA but this Color TV puts spice into watching TV. Color shows are fabulous."

Lincoln, Nebraska

"Many people don't realize that Color TV reception is possible in a fringe area. Our nearest station is 50 air miles away and reception is perfect on our set."

Greenville, Iowa



"We saw about every TV set made..."

"I was planning to get a Color TV for quite a while. I finally got one before Christmas. All my friends say the same thing we say—Color TV is real looking and the pictures are beautiful."

Barton, Ohio

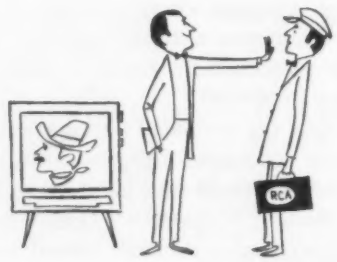
"Like watching a color movie..."

"No one has seen television at its best until he's seen it on RCA Color. The scenes become more real and clear. It's like sitting in a theater watching a modern movie. I really enjoy every minute of a color show."

Lebanon, Pa.

"I bought the Color set for my Mom and Dad last Christmas. It's wonderful. The pictures are clear and sharp all the time. Everyone who has seen our color set says it couldn't be finer."

Virden, Illinois



"We told our serviceman not to bother..."

"Our Color TV has performed so wonderfully, I requested the serviceman not to call to make any adjustments. We get excellent reception on Channel 4 in Dallas and Channel 5 in Fort Worth —approximately 90 miles away."

Waco, Texas

"Astounded with the beauty of Color TV..."

"Tomorrow the RCA serviceman is coming to adjust the set and tell me how to operate it. But I can't believe they can improve on picture and sound quality."

Akron, Ohio

"First Color TV I ever saw and I bought it..."

"There's as much difference in Color TV as there is between color movies and regular black-and-white movies."

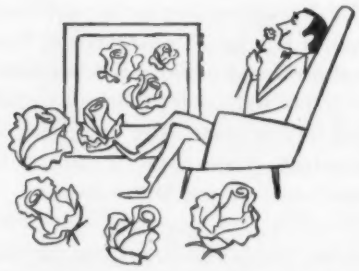
Beaumont, Texas



"I'm sure when our neighbors see it..."

"My whole family is very pleased with our new color set. We're sure that as soon as our neighbors and friends see our set, you'll have a lot of new sales. I didn't believe color reception was this perfect."

West Quincy, Mass.



"The Rose Parade was just beautiful..."

"We saw the Rose Parade on New Year's Day on our Color TV. It was the most beautiful sight we have ever seen. I think Color TV is great."

McKeesport, Pa.

to comment on my new TV as follows:"



"The neighbors can't stay away..."

"Lots of friends have been in to look at our Color TV. They say they would like very much to own one like it. We're very happy with the set."

Bellflower, Calif.

"We've only had our Color TV for a few days. We think so much of its performance we want our neighbors to see it too. They won't know what they're missing until they see Color TV in action."

Flint, Michigan

"I'm a TV serviceman. I can honestly say my Color TV is the finest TV set I've ever seen..."

"As a TV serviceman, I'm very critical of a TV set's performance. My new Color TV is the finest TV I've ever seen in either black-and-white or color. And the color is just beautiful. I recommend RCA Color sets to every home I visit."

Pittsfield, Massachusetts

"The color is beautiful. Black-and-white shows are clear and distinct..."

Corpus Christi, Texas

"Hardly any adjustments to make. Reception is wonderful..."

"The only adjustment made was the day we had the set installed. Since then it hasn't been a bit of trouble. We hardly ever have to touch the color adjuster. I would like to add that our RCA Victor dealer is a fine fellow to do business with."

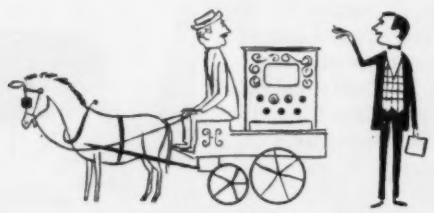
Bartlesville, Oklahoma

"I'm most happy to state that I find my RCA Color television to be of exceptional clarity. Color transmission delivers a very high degree of tonal quality. I have strongly recommended RCA Color TV as the only set to buy."

Cambridge, Massachusetts

"I've heard good and bad about Color TV but in my opinion Color TV is great. I have a set in my home and the colors are true and very sharp. I'm very pleased."

North Brook, Illinois



"Old TV seems out of date as a horse and buggy..."

"My whole family says that Color TV is much better than our fondest hopes. It outdates regular TV like today's auto outdates the horse and buggy."

Downers Grove, Ill.

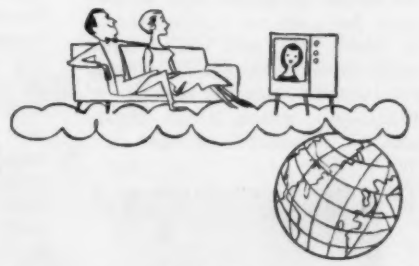
"I should have had a set sooner..."

"I am more than satisfied with my Color TV. I couldn't believe Color television was so good until I tried the set."

Belle Vernon, Pa.

"We had a houseful of company to see the Parade of Roses and it was beautiful. Many more friends want to see our color set. This may become a problem."

Columbus, Ohio



"It's out of this world..."

"We enjoy Color TV a great deal. It's out of this world to be able to see color programs right in our own living room."

Brookville, Ohio

"Many of our neighbors had never seen Color TV until they saw our set. They didn't realize it was so good."

Englewood, Colorado

"I am completely satisfied with my Color TV — just love it..."

Westbrook, Maine

Here's satisfaction you can sell! "Use the User!"
Your customers can be your best salesmen—right now!

RCA VICTOR Tmk(s)® RADIO CORPORATION OF AMERICA

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TV

new products

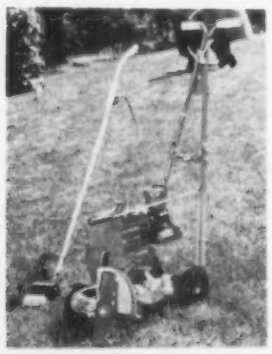


Homko "President" mower

Homko 1958 Mowers

To its 1958 line of power lawn mowers, Homko "President" EL-18, an 18-in. electric powered rotary mower, and two "Lawn Scout" models have been added.

"President" is powered by a ½ hp capacitator-type motor; features include ease in starting—operator plugs cord into a convenient outlet clicks switch and it is ready to mow; rotary blade creates suction which pulls grass into mower path for uniform cutting; close to trees, bed and walks trimming is made easy with wheels set within cutting swath of blade—no grass clogs inside and no windrows because discharge chute blows cuttings out side and scatters them evenly; a heavy duty, 100-ft. cord is standard.



Homko "Lawn Scout"

Lawn Scout No. PE-99 is 2-tools-in-1; blade turns horizontally to trim close to trees, beds etc., and perpendicularly for edging curbs, walks and driveways; Briggs and Stratton 1¾ hp., 4-cycle engine with recoil starter; handlever gives fingertip control of edging depth and trimming height; fingertip throttle has variable blade speeds.

Lawn Scout No. NS-91 comprises 2 units—one for trimming the other for edging plus an interchangeable ⅛ hp electric motor and handle; trimming width is 5-in.; unit weighs 6 lbs.; 2 handle grips give operator perfect balance. A No. 16, 100-ft cord is available as an accessory. **Western Tool & Stamping Co. 2727 Second Ave., Des Moines 13, Iowa.**



Blair mower B-90

Blair Mower

Self-propelled, 22-in. rotary mower B-90 is announced by Blair. Designed with 2-speed transmission and driven by a 2¾ hp, 4-cycle B & S engine; operated by 2 fingertip controls —a clutch lever for starting and stopping forward movement; the other serves as an engine choke, a stop and speed control in one. Totally enclosed and sealed front wheel gear drive; adjustable cutting height; modern recoil starter. Built-in shock-absorption provided by specially designed cutting tool; 22-in. rotary blade has free-floating ends; location of wheels makes trimming easy; leaf mulcher available extra; red and yellow enamel finish. **Blair Mfg. Co., Springfield 7, Massachusetts.**



Jacobsen Turbo-Vac grass catching rotary

Jacobsen Mowers

Jacobsen 1958 mower line includes 35C Deluxe 21-in. rotary, 39B Deluxe 21-in. rotary and No. 75 Deluxe rotary.

No. 35C, 21-in. is powered by a 3-hp Jacobsen-built hi-torque engine with recoil starter; selective forward speeds from ¾ to 4 mph, controlled by airplane type lever control on handle; V-belt, automatic belt take-up, engine control panel and leaf mulcher attachment; push-button electric starter kit also available.

39B, 21-in. rotary, has 3 hp



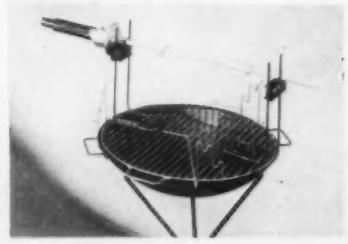
Jacobsen 35C 21-in. mower

Jacobsen hi-torque engine with recoil starter; side trim slot, offset wheels, built-in 54 cu. in. "Silenced Power" muffler; push-button starter kit available.

No. 75, deluxe has 18-in. cutting width; Jacobsen hi-torque, 2.25 hp engine; automatic recoil starter; fingertip levers for starting and stopping.

All have new Turbo-vac plastic grass catcher, with suction-lift action that collects clippings as well as litter.

Price: 35C, $179.50, 39B, $119.50. **Jacobsen Mfg. Co., Racine, Wisconsin.**



Saber-Que battery powered portable rotisserie

Saber-Que Rotisserie

New barbecue device cooks chickens, chops, steaks, etc., indoors or out, over logs or charcoal; aluminum shield, smoothly styled to protect hand as rotating fork automatically browns evenly; compact motor, driven by ordinary flashlight batteries, or with a conversion handle powered by house current. Unit includes separate legs with adjustable clamp that can support spit at the handle in front of fireplace or clamped to any barbecue brazier will support it at both ends to keep it rotating at correct height. Can be slipped on or off leg supports easily; adjustable "U" forks hold meat securely to skewer; battery powered motor rotates two 2½ lb. chickens or equivalent weight for hours; cast aluminum main housing, steel shafts and gears, polystyrene plastic handle; accessories include a corn popper; a hamburger basket, a fork holding 6 wieners or a package of marshmallows; charcoal basket and extra set of legs.

Price: $19.95. **Reinecke & Associates, 155 E. Ohio St., Chicago 11, Illinois.**



B & D lawn trimmer 'n edger

Black & Decker Lawn Trimmer

Combination lawn trimmer 'n edger can be used to trim grass and weeds along fences, walls etc., and with a 90 deg. flip of cutter head it cuts a clean line along edge of walk.

Long main handle permits operation without bending; side handle is adjustable anywhere along shaft for right or left-handed positions; guards and deflector plates protect operator. Equipped with B & D motor. **The Black & Decker Mfg. Co., Towson, 4, Md.**



Cornwall Thermo Buffet Set

Therma Buffet Set

Designed to keep food hot without overcooking or drying out, the set consists of 2 parts: an electric serving tray with gold-flecked surface and adjustable thermostatic heat control, and an aluminum Thermo Server with tray for holding foods.

Price, smaller tray, $14.95 or $16.95; larger size, $26.95 or $28.95 with silver or black anodized aluminum frame. **Thermo Server, $9.95. Cornwall Corp., 48 Wareham St., Boston, Mass.**

New Products



Rival "Electr-o-Matic" food slicer

Rival Food Slicers

Rival's Protect-O-Matic line of home food slicers comprises 6 models: 3 manually operated and 3 electric.

Features of all models include "Protect-O-Guide" shield for sliding blade to slice extra long roasts, bacon slabs, bread without pre-sectioning; 2 clamps: an overhead clamp for large roasts, "spur" clamp for slicing small pieces, ends etc. "Protect-O-Lock" shields blade when slicer is being washed or stored. "Protect-O-Stop" supplements suction feet to assure steady slicing on any surface. "Protect-O-Matic," serrated blade (stainless steel on most models).

Other features include thickness gauge and regulator handle; gauge shows ⅛ in. calibrations; "fall-a-way dip" guides slices to platter; jumbo size suction feet, Electr-O-Matic models have heavy duty a.c. d.c. motor with 6 ft. removable safety cord.

Prices, From $19.95 to $79.95. **Rival Mfg. Co. 36th & Bennington, Kansas City 29, Mo.**



Ronson shaver No. CFL

Ronson Shaver

Ronson's new shaver, "CLF" features micro-thin shaving head to get close to base of whiskers; 698,000 cutting actions per sec.; flexible head follows facial contours without pressure; "Super Trim" device for easy grooming of sideburns, mustache etc; automatic power-cleaning; break-proof shaver body. Grey and gold; gift case with gold-toned initials. **Price,** $28.50. **Ronson Corp., 31 Fulton St., Newark, N. J.**

Self-starter Summer profit-makers!

TravelAire
portable BLOWER coolers

★ PRICED TO SELL ON SIGHT!
★ POWERED FOR PROFITS WITH DEEP-PENETRATION BLOWER COOLING!

TravelAire's tremendous cooling versatility certainly puts customers in a buying mood . . . *and so do the low prices!* All models cool, circulate, filter and ventilate, yet sell at fan prices. Your margin is *high* across the board!

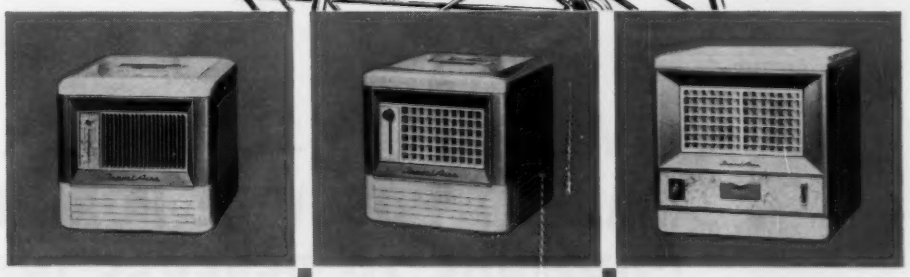
The extra power in all models packs extra sales appeal because it's unmatched in the field . . . makes the deep-penetration *blower* cooling farther-reaching. More square inches of cooling-filter area too, for greatest cooling capacity! You gain a big competitive edge with TravelAire exclusives such as Flowtrol* fully adjustable louvers, Duotrol† selector . . . models with two- and three-speed volume control!

TravelAires *are* in a class by themselves for boosting summer profits! Find out —write for details.



Backed by the greatest promotion ever placed behind portable coolers!

MODEL 960 ROOM COOLER — New, slim, colorful! Combines room cooling capacity with complete portability. Has fully-adjustable Flowtrol louvers, twin blowers, Duotrol selector. Everything for the quality-conscious shopper. Retails for **$59.95.**



MODEL 660 SPOT COOLER — Special promotion model. No compromise in quality. Built-in recirculating pump, water-level indicator, water reservoir. Weighs 22 lbs. Retails for **$29.95.**

MODEL 760 SPOT COOLER — Finest in personalized carry-around cooling. 2 speeds, adjustable Flowtrol louvers, Duotrol selector, retractable handle. Retails for **$39.95.**

MODEL 1260 ROOM COOLER — Powered to cool a large room from table, Roll-Easy stand or from window installation. 3 speeds, twin blowers, Flowtrol louvers. Retails for **$79.95.**

See your wholesaler, or write:

* Patented
† Patent Pending

Division of International Metal Products Company — World's largest manufacturer of evaporative cooling equipment.

METALAIRE PRODUCTS COMPANY
P. O. Box 468, Phoenix, Arizona
Eastern Sales Office: P. O. Box 695, Long Beach, Long Island, New York

...BUT ZENITH SALES

Zenith's unit TV sales* first quarter history—despite

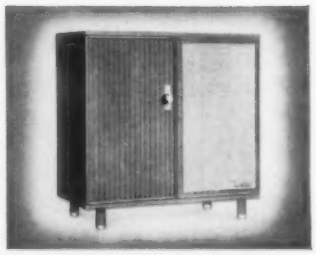
ZENITH UNIT TV SALES* HIGHEST IN FIRST QUARTER HISTORY! Zenith unit Television sales to retailers for the full first quarter of this year represent the highest share of Industry Sales we have ever obtained. March sales were particularly outstanding, with Zenith showing an important increase while the Industry March Sales to retailers dropped more than 21% below March of 1957. Zenith reached an all-time peak share of Industry Sales in March.



ZENITH FIRST QUARTER UNIT RADIO SALES* UP FOR THREE CONSECUTIVE YEARS! Zenith first quarter unit Radio sales show an important increase over the first quarter of last year, although Industry Sales are down 20%. In March, Zenith's sensational merchandising plans resulted in an increase in unit Radio sales over previous March, although Industry Sales were OFF more than 40% for the month. Important to Zenith dealers is the fact that Zenith sales are good RIGHT NOW, with the trend continuing each week.



ZENITH FIRST QUARTER UNIT HI-FI PHONO SALES* REACH AN ALL-TIME PEAK! Zenith's unit Hi-Fi phono sales in the first quarter of 1958 reached an all-time high—up substantially over the first quarter of 1957. And '57 first quarter sales had increased 50% over the first quarter of '56.



QUALITY PLUS SOUND MARKETING PRACTICES MAKE IT POSSIBLE FOR ZENITH DEALERS TO CONTINUE TO REVERSE INDUSTRY TREND!

Right today Zenith Dealers are selling the large-ticket, profit-making merchandise, while other dealers' sales of big-ticket items are off. Total unit sales* of Zenith 21″ table and console models, for example, represent a far greater percent of total Zenith unit TV sales than the average of industry.

IN EVERY PRODUCT, THE QUALITY GOES IN BEFORE THE ZENITH NAME GOES ON. 39 YEARS OF LEADERSHIP IN RADIONICS EXCLUSIVELY. ALSO MAKERS OF FINE HEARING AIDS.

ZENITH RADIO CORPORATION, Chicago 39, Illinois

GO UP-UP-UP!

are the greatest in Zenith's industry sales decrease

L. C. Truesdell
Vice President, Director of Sales
Zenith Radio Corporation



Zenith Radio Corporation
6001 DICKENS AVENUE
CHICAGO

April 15, 1958

Dear Zenith Dealers:

We want to thank Zenith Dealers everywhere for their outstanding sales performance again in the first quarter of 1958. Your collective sales of Zenith products represented the largest first quarter Civilian Sales in our 39-year history.

In just a short period of 27 months the unit sale of Zenith Television Receivers to dealers has increased to a point where it now represents a 50% larger share of Total Industry Sales than in January 1956. While Industry Sales continue to decline Zenith sales continue to increase.

Zenith Radio Sales to Dealers also show a fine increase over the first quarter of last year, although Industry Sales are running behind. The sale of High-Fidelity Instruments continues to grow in leaps and bounds.

We believe this is further proof that the public prefers to buy...and the retailers prefer to sell...quality products which offer exclusive features and which represent sound values. While some are endeavoring to increase sales through liquidation and slashing of prices, Zenith Dealers are enjoying an increase in the average unit of sale in the first quarter this year. This of course generates more gross profit dollars for you.

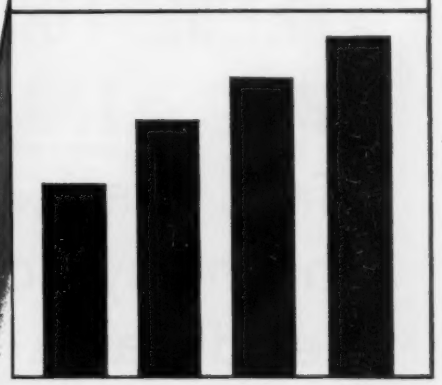
Our policy of controlling production so that it is as close as possible to actual field requirements offers retailers the best possible security of inventory values. The entire Zenith factory organization wishes to again thank you for your very excellent cooperation and support. We are pledged to provide you with products and programs which will continue to help you meet today's difficult marketing conditions.

Very truly yours,

L. C. Truesdell

L. C. Truesdell,
Vice President, Director of Sales

In 27 short months Zenith percent of total industry unit TV sales* has increased over 50%.



Jan. '56 June '56 Jan. '57 Mar. '58

*Distributor sales to dealers.

QUALITY BY ZENITH THE ROYALTY OF RADIO, TELEVISION AND HIGH FIDELITY

Regency First in Transistor Radios



NEW MODEL TR-7

LOOKS LIKE $75.00
PERFORMS LIKE $75.00
RETAILS FOR $39.95

AGAIN...
famous Regency
high styled quality
leads at a
lower price.

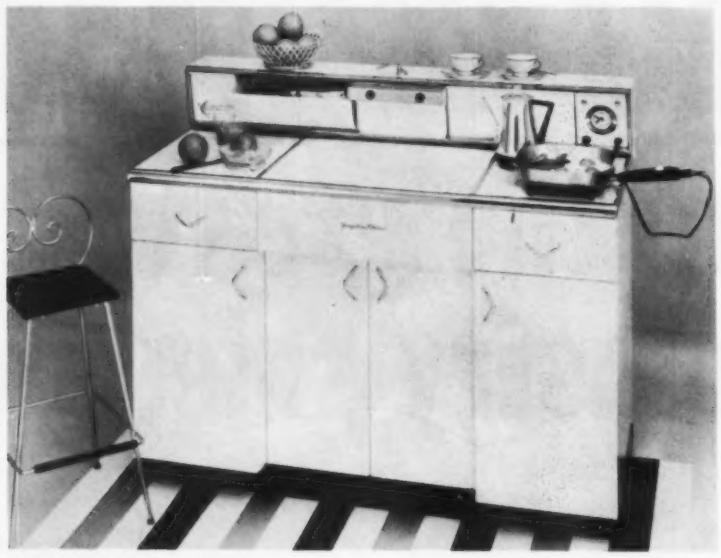
To Be Advertised in:
- **June Holiday**
- **June 2 Sports Illustrated**

for Summer Outdoor Living

Regency® Division I.D.E.A., Inc.
Indianapolis 26, Indiana

Worlds only specialist in Transistorized equipment

new products



Youngstown Kitchens "Servi-Center"

Youngstown Kitchens Announces "Servi-Center" Sink Unit

Features of the new unit are a 110-volt appliance center with 2 convenience outlets (one connected to a deluxe clock timer); an aerated water faucet concealed behind stainless steel hood with water pressure and temperature selected by a single lever control; pushbuttons that dispense detergent and hand lotion; a lighted sink bowl; and plastic tilt-out storage bins to accommodate cleaning products such as scouring pads, dish cloths, and other items frequently used at the sink, in a backpanel 6-in. wide at bottom, 7½-in. wide at top, 9¼-in. high.

Units are available in 2 widths, 54- and 42-inches, and contain acid-resisting porcelain enamel sink bowls, Formica work surfaces in a White Sequin pattern. Undersink cabinets in 54-in. model provide 2 drawers, shelved storage compartments at either end and a large center storage area for food waste disposer. The 42-in. under cabinet has 1-drawer, a single shelved storage compartment at one end, and large storage space beneath sink bowl. Both models have sound deadened doors, bayonet type door catches of nylon, and drawers that operate on nylon runners. Both models available in white or Sandalwood.

Price: 54-in. unit, $229.95; 42-in. model $199.95. **Youngstown Kitchens Div., American-Standard, Salem, Ohio**

Sub-Zero Refrigerator-Freezer

Model 126 BIRF "over-and-under" type refrigerator-freezer has 10.8 cu. ft. refrigerator capacity and 6.5 cu ft. freezer capacity (228 lbs. frozen foods).

"Free-standing" type cabinet with flanged front edges for built-in installation, is completely self-contained; no installation cost required can be placed in "roughed-in" wall openings and plugged in.

Both refrigerator and freezer sections equipped with separate condensing units. **Sub-Zero Freezer Co., Inc., Box 2017, Madison, Wis.**



Sub-Zero built-in combination No. 126-BIRF



new 2-door helping Gibson Dealers capture 10% of booming 2-door market!

This, gentlemen, is the fastest-selling refrigerator-freezer in the runaway 2-door market. It's priced to sell in volume, yet you can sell it *at a profit.* It's a promotional special, yet it boasts features usually found in hard-to-move, big-ticket models. Hard to believe? Maybe. But easy to sell. Your Gibson Distributor can show you with facts and figures.

new 2 H.P. air conditioner keeps Gibson Dealers out of the no-profit, small-unit deadend!

Don't do it again! Don't waste your firepower on no-profit, low-capacity air conditioners. Here's a new 2 H.P. Gibson (16,300 BTU, ARI) you can sell just as easily, and there's money to be made at it. You can sell price first and still have plenty to sell. It's that much air conditioner. Make 1957 the *last* year you sold air conditioners at no (or low) margins. Make this year a profitable Gibson year



from Gibson

© Gibson Refrigerator Company Greenville, Michigan Division of HUPP Corp.

new products TV and RADIO



Packard-Bell console 21 DC-8



Packard-Bell AM-FM hi-fi 11 RP-5

Packard-Bell TV and Hi-Fi

Models recently added to Packard-Bell 1958 line include 2 Custom Decorator TV models, 21 DC-8 console and 21 DC-7 consolette, plus a combination AM-FM hi-fi console 11 RP-5.

Both Custom Decorator models feature Rangefinder 98 chassis with 110-deg. aluminized tube, power transformer protection; Control Master, remote control with illuminated channel selector for dialing left or right, on-off switch, volume controls, fine tuning and brightness, a self-contained speaker for personal listening which can divert sound back and forth between set and remote control; no knobs or dials on set. Hardwood cabinet finishes; automatic focus and power transformer protection.

Console model 21 DC-8 features 5 dynamic speakers: 2 Alnico-5 mid-range speakers mounted within panels on both sides of tube; two 9-in. ovals mounted in lower speaker compartment, plus personal speaker in remote control. Other features include 4-stage picture IF; 2-stage video amplifier; 2-stage sound amplifier.

Consolette, 21 DC-7 has 2 front matched dynamic speakers; neutron tuner shielded for non-interference with neighboring sets; removable, tilted, optic filter safety lens to protect 21-in. tube.

Hi-fi console 11RP-5 combines AM-FM radio with hi-fi and 4-speed record player in newly styled hardwood cabinets. Speakers include a 10-in. woofer and 2 Alnico-5 hardcone tweeters; console contains an 11-tube AM-FM radio equipped with built-in ferroloop antenna, push-pull amplifier, bass and treble boost; new dial and escutcheon, knobs on cabinet; a dual pointer for AM and FM; planetary drive tuning; dual sapphire needles; 45 rpm spindle; lighted radio compartment; red light signals when set is on; automatic frequency control locks in and holds FM stations; record changer intermixes 10 and 12-in records without manual adjustment; fine furniture finishes.

Prices, No. 21 DC-8, $349.95 in mahogany, $369.95 in blonde oak, $389.95 in Colonial maple; No. 21 DC-7 $299.95, mahogany; $309.95, blonde or walnut; $319.95 Colonial maple and $349.95 in French Provincial. No. 11 RP-5, $199.95. **Packard-Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles, Calif.**



Emerson 21-in TV No. 1466

Emerson Radios and TV Set

Two new "firsts" an 8-transistor portable clock radio and an all-transistor portable radio with self contained speaker is announced by Emerson. Also announced is a 21-in., table TV set.

Emerson 888 "Transtimer" combines an 8-transistor radio with 7-jewel precision battery operated clock; the 7-jewel clock will run continuously for 3 to 5 years on single inexpensive batteries; housed in top grain cowhide case, it is equipped with built-in jack for personal and under pillow listening.



Emerson 888 Transtimer clock radio



Emerson transistor portable No. 999

Emerson 999 Champion all-transistor portable radio, slightly larger than a pack of cigarettes has sealed dynamic speaker delivering full power and supertone; uses a ferriloop antenna; equipped with built-in jack.

Table 21-in. TV model No. 1466, features full power transformer chassis, 3 full high gain video IF stages; electronic noise inverter; variable local-distance control housed in wood cabinet of grained finishes; up-front controls; magic-memory pushbutton control for easy tuning; mahogany, cherry or limed oak finishes.

Prices, Transtimer, $88; Champion, $36; TV No. 1466, $228. **Emerson Radio & Phono Corp., Jersey City, 2, N. J.**



Arvin radio No. 3586

Arvin Radios

A 9-tube combination AM-FM stereo table radio No. 3586, an all-transistor, twin-speaker table model No. 3588 and a 5-transistor portable No. 8584 powered by 4 flashlight batteries highlight Arvins 1958 line of 21 radios.

Line includes 6 all-transistor sets, 3 3-way portables, 4 clock-radios and 8 table models.

AM-FM stereo model 3586 permits simultaneous operation of AM and FM channels; stereophonic reception is possible by separate tuning of two bands and connection of FM portion of receiver to amplifier of a hi-fi system; provision is also made for playing a record changer through the radio's twin-speaker system. Other features include push-button controls, gyroscopic tuning, tone control, push-pull output on both bands; Arvinyl plastic case in 2-tone gray and black; weighs 19½ lbs.

Twin-speaker model 3588 has 6 transistors and is powered by 6 flashlight batteries; completely enclosed case in gray with patterned grille cloth; 2 Alnico "V" speakers have 1-oz. heavy-duty magnets; slide rule type tuning dial.

Model 8584, 5-transistor portable features a rotating antenna, Arvinyl covered steel case; antenna in handle turns to get the maximum signal strength; 4 flashlight batteries power reflex circuit with push-pull output for long battery life; weighs 4½ lbs.

Two 3-way portables, 8581 and 8583 have 4-tubes plus selenium rectifier; antennas in handle (No. 8583 can be rotated): weigh 4¾ lbs; Arvinyl-clad cases in gray or turquoise and white respectively; line cords detach when radios are used on batteries.

New clock radio control has an alarm set, slumber switch and a repeat alarm that sounds every 10-min. until shut off; luminous clock hands; 5-tube radio; 1100-watt appliance outlet in back which is fully enclosed; pink, turquoise or ivory case.

Table radios include a 7-tube plus rectifier twin-speaker set No. 3582, similar in appearance to stereo set with phonojack and an a.c. receptacle for record player; black or white Arvinyl. No. 2584, 5-tube, twin-speaker set has automatic volume control to reduce station fade; No. 2585, 5-tube set with twin speakers, phonojack attachment and ceramic "High Q" rod antenna; No. 2581, 5-tube economy model; No. 1581 features a 20-ft. extendable antenna.

Ten other sets headed by 7-transistor combination table and portable model which is powered by 6 flashlight batteries.

Prices, from $16.95 to $100 for stereo set. **Arvin Industries, Inc., Columbus, Ind.**

50,000 PROSPECTS MEAN BUSINESS!

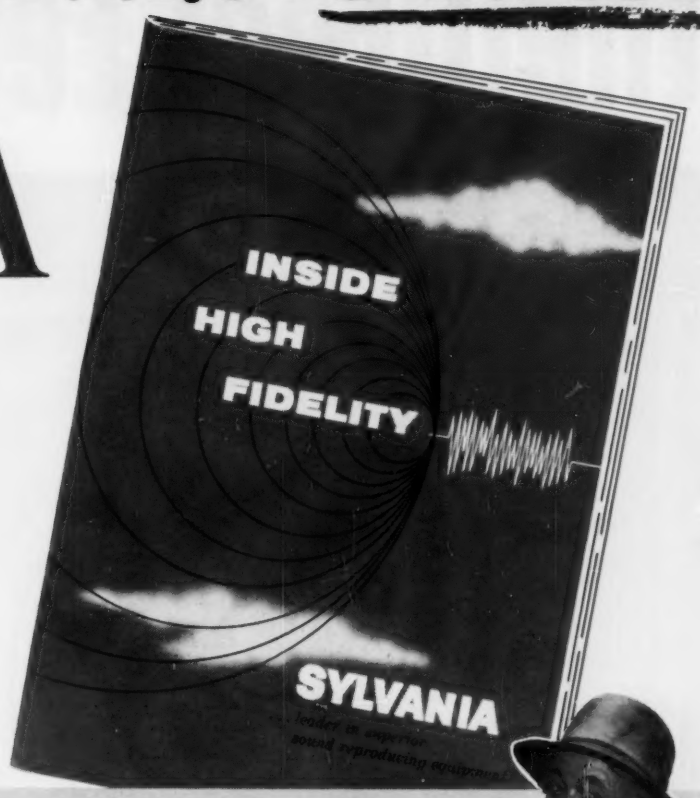
The remarkable

SYLVANIA

High Fidelity Booklet

"INSIDE HIGH FIDELITY"

Sets traffic building records



IT WAS OFFERED ON THE REAL McCOYS MARCH 27th

Over 50,000 copies of Inside High Fidelity have already gone out to customers from coast to coast!

Again to be offered FREE on "The Real McCoys" MAY 1st !



Starring WALTER BRENNAN
Thursday nights on ABC-TV

Tie in with this sensational promotion—Get these attractive store displays

They'll establish your store as SYLVANIA High Fidelity Headquarters



3-unit portable High Fidelity Display

~~$9.98~~ only $4.99



Attractive High Fidelity Console Display

~~$8.98~~ only $4.49

Each one in full color, permitting easy floor demonstration
Contact your SYLVANIA Distributor get your Booklets and Displays today

Merchandise the fastest selling line in today's fastest growing business

The most complete line in the industry with models for every taste —every budget



CUSTOM CONSOLE MODEL 4801
4-speed automatic phonograph with deluxe AM/FM radio and custom, dual speed tape recorder



CONSOLE MODEL 4702
4-speed automatic phonograph with deluxe AM/FM radio



CONSOLE MODEL 4309
4-speed automatic phonograph



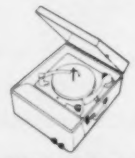
CONSOLE MODEL 4308
4-speed automatic phonograph



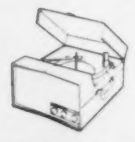
CONSOLE MODEL 4307
4-speed automatic phonograph



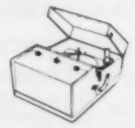
CONSOLE MODEL 4701
4-speed automatic phonograph with deluxe AM/FM radio



PORTABLE MODEL 4405
4-speed automatic phonograph



PORTABLE MODEL 4406
4-speed automatic phonograph



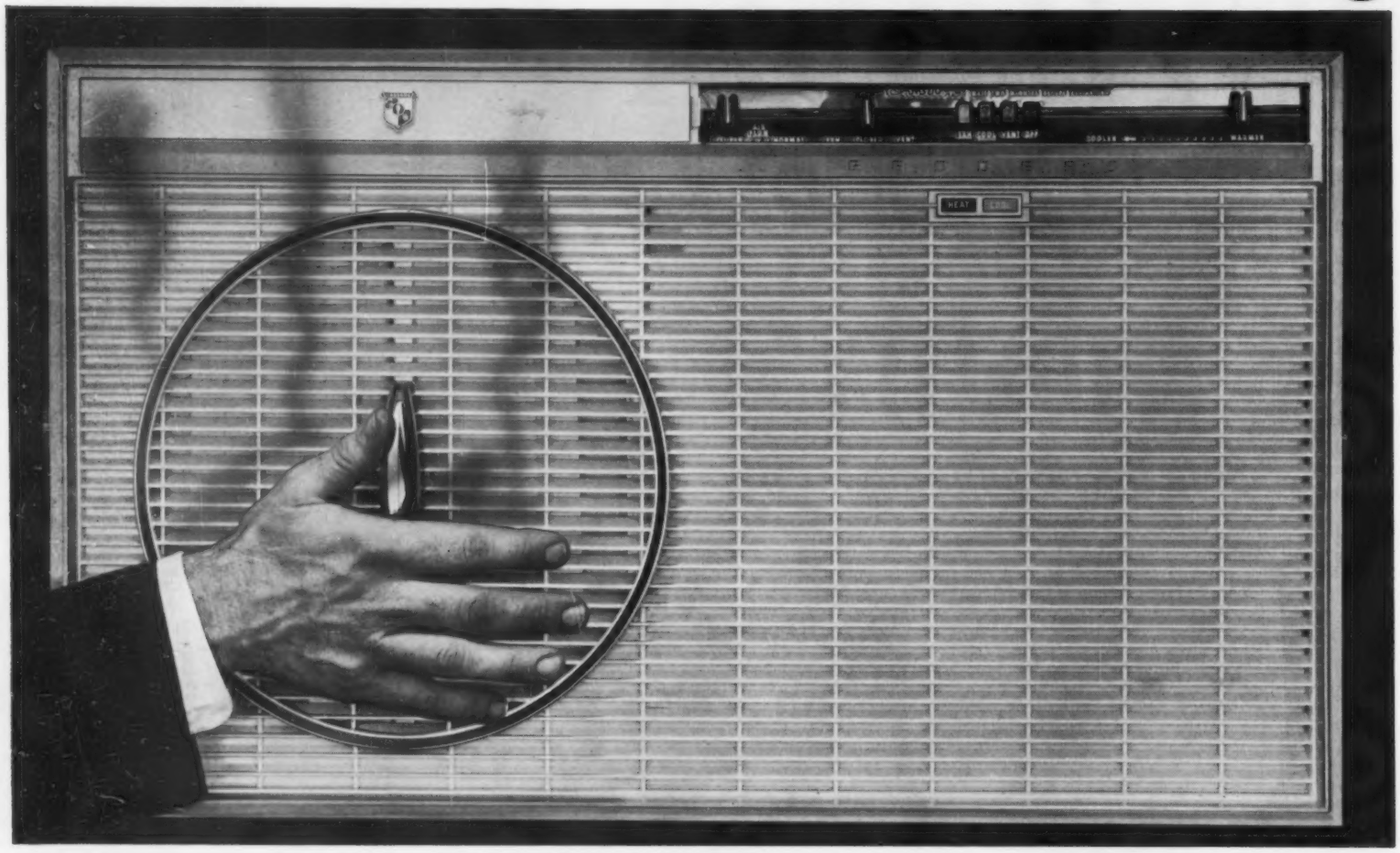
PORTABLE MODEL 4501
4-speed automatic phonograph with deluxe AM radio



PORTABLE MODEL 4801
Custom High Fidelity Dual Speed Tape Recorder

Now's the time to be a SYLVANIA HIGH FIDELITY DEALER

They Feel Fedders Heating



Exclusive WeatheRobot provides instant heating

This exciting 50-Second store puts prospects into your sales act

Get ready for plenty of spellbound – and sellbound – customers . . . with this downright sensational 50-second demonstration of the new Fedders Cools-and-Heats Air Conditioner:

1. **Customer pushes start button, moves thermostat to "warmer"**
2. **Customer feels warm air**
3. **Customer moves thermostat to cooling position**
4. **Customer feels cooling – sees breath frost in cold air**

And customer looks at you in amazement. Another sale is on its way! Time – just 50 seconds.

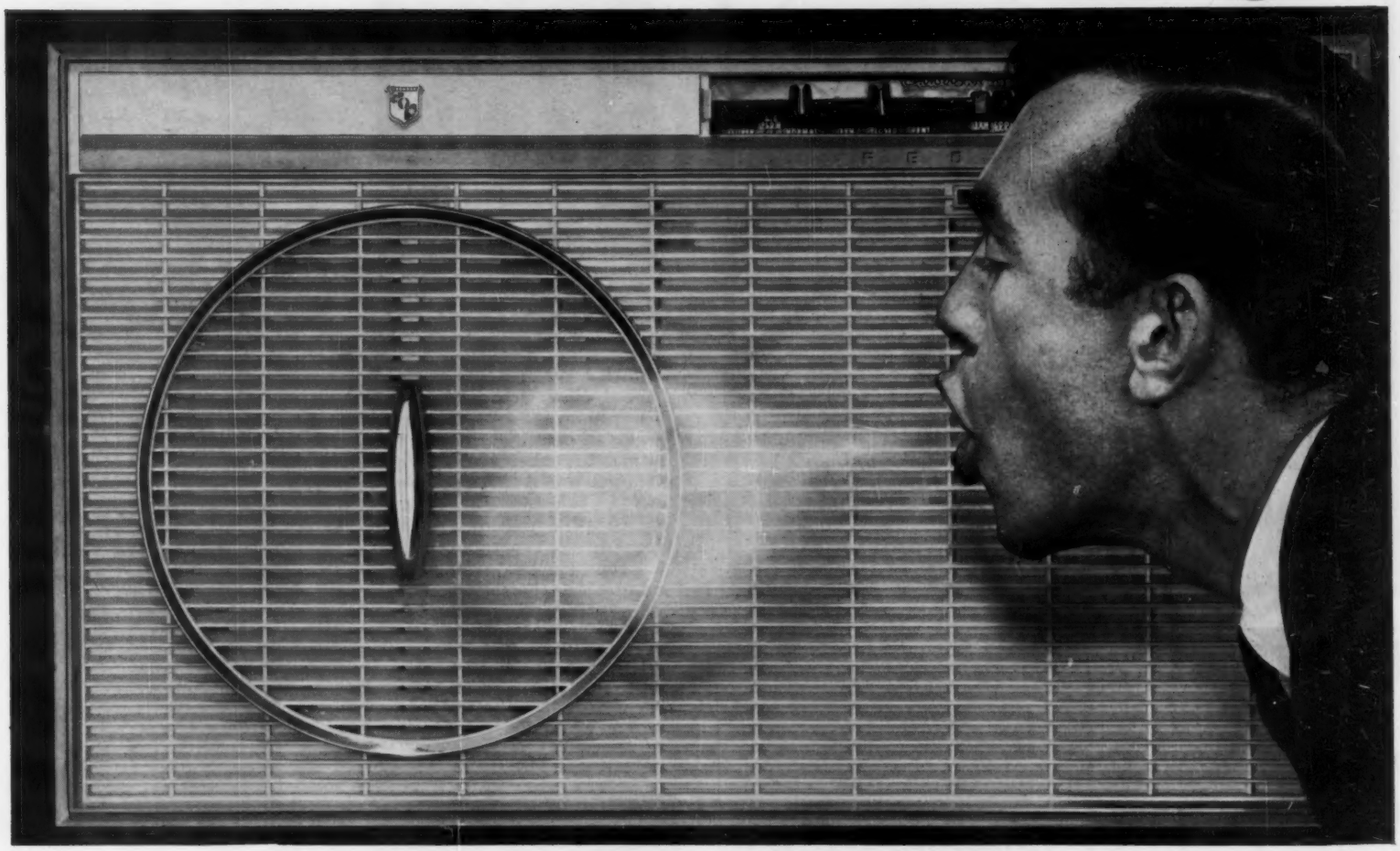
There's never been an air conditioning demonstration like this before. There's never been customer reaction like this before . . . because there's never been an air conditioner like this before! Customers actually become salesmen – sell themselves because they do it, see it, feel it themselves.

Next step, tell them how fully automatic WeatheRobot system in new Cools-and-Heats Fedders uses nature's "free fuel" to give *extra months of comfort . . . for the price of summer air conditioning alone.* And explain how exclusive Deep-Cold Cooling Reserve with its special built-in Deep-Cold Thermostat enables Fedders cooling coil to run 25% colder than other air conditioners – cooling superiority that's clear to the eye.

Then – all that's left is that pleasant decision – which model to take!

Revolutionary FEDDERS

....“See” Fedders Cooling!



“Deep-Cold” Cooling — so powerful you can see your breath frost up instantly!

Demonstration all year ’round

SELL YOURSELF RICH WITH NEW FEDDERS HEATS-AND-COOLS AIR CONDITIONERS!

World’s first 1-HP, 7½-Amp.
World’s first 1½ HP, 12-Amp.
Heat Pump Air Conditioners!

Operate on 115-volts as a true heat pump in even below freezing weather at same low cost as summer air conditioners.

Ideal supplementary heating appliance for colder climates, practical sole heat source where low winter temperature is 35 degrees or above.

Also 1-HP, 1½-HP and 2-HP models for 230-volt and 208-volt current.

AMAZING “Four Seasons” Anywhere—Any Weather Air Conditioner

Heats . . . humidifies . . . cools . . . dehumidifies . . . ventilates . . . exhausts. Practical everywhere in the United States. May be used as sole heat source in any climate . . . delivers up to 10,000 BTU’s of heat even when it’s zero outside . . . as much heat as many central heating radiators or convectors.

1-HP and 1½-HP models for operation on 230-volt and 208-volt current.

FEDDERS *World’s Largest-Selling Air Conditioner*



SALES STAR IN ANY STORE. FEDDERS Selling Center puts romance and results into cools-and-heats sales.

Cools-and-Heats Air Conditioners

HOTTEST DEAL
IN HOUSEWARES!

- Exclusive oven rack—makes baking a reality!
- Special "moisture-vent" cover for warming, baking!
- Exclusive 5 yr. free service guarantee!
- 3-piece Ekcoware utensil set—spatula, fork, spoon!



Yours when you push **Hamilton Beach**—the line that stays above the price war—that returns you a decent profit on every sale!

Switch to...

HAMILTON BEACH

GUARANTEED 5 YEARS

Guaranteed 4 years longer because it's built 4 times better!

SEE SPECIAL MESSAGE PAGE 135

MERCHANDISING

SUPPLEMENT
PRODUCTS - SERVICES

FOR MORE SALES — MORE PROFITS

RATES:

$25.71 per inch. Contract rates on request. An advertising inch is measured ⅞" vertically on one column. There are 4 columns—48 inches to a page.

New Advertisements received by May 4th will appear in the June Issue.

HAND TRUCKS

For safe and easy handling of Ranges, Refrigerators, Freezers, Washers, Air Conditioners, Pianos, Television sets, Venders, etc. Experience in manufacturing equipment for heavy case moving since 1901.

SELF-LIFTING PIANO TRUCK CO.
425 N. Main St. Findlay, Ohio



SALE BANNERS

SALE & WINDOW BANNERS—A SIGN FOR EVERY PURPOSE IN BRILLIANT FLUORESCENT COLORS, THAT WILL SELL YOUR PRODUCTS ON SIGHT!

K-C DISPLAYS Dept. 7B, 1170 Vista Ave. Salem, Oregon

IF...

YOU CHANGE YOUR ADDRESS

Be sure to notify us at once, so future copies of ELECTRICAL MERCHANDISING will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., ELECTRICAL MERCHANDISING, 330 W. 42nd St., New York 36, N. Y.

NEW

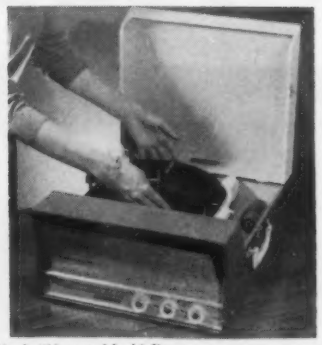
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OLD

Name .....
Address .....
City ..... Zone ..... State .....

ELECTRICAL MERCHANDISING
330 W. 42nd St. N. Y. 36, N. Y.

new products



Mark XV portable hi-fi

RCA-Victor Hi-Fi Phono

Mark XV No. HF 99 portable 4-speed New Orthophonic hi-fi "Victrola" phono features a powerful amplifier matched to its multi-speaker system which includes a 6½-in. woofer for low and mid-range frequencies and a 3½-in. "tweeter" for high frequencies; separate calibrated, continuously-variable bass and treble controls; loudness control; frequency response from 80 to 20,000 cycles. **Price** $99.95. **RCA Victor Radio and "Victrola" Div., Radio Corp. of America, Camden, N. J.**



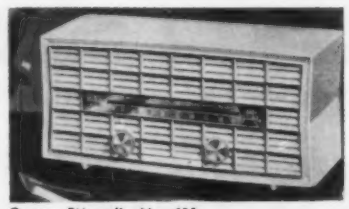
Philco T-701 "Scantenna" radio

Philco Portable Transistor Radios

Philco's all-transistor portable radio line includes "The VeeP" T-3; "Scantenna" T-701 7-transistor model with rotating all-in-one handle; and "Hong Kong," T-9.



Philco T-3 "The VeeP"



Granco FM radio No. 611

Granco Radio and Hi-Fi unit

FM radio No. 611 offers an FM chassis with 6 tubes plus rectifier; 6-in. extended range speaker; Granco Super-G coaxial tuning and built-in FM antennas; automatic "full fidelity-balanced tone" to automatically produce equal bass, treble and mid-range tones at all volume levels. Available in grey, white mist, or sandalwood cross-grid plastic cabinet with slide-rule tuning dial.

A Provincial styled antique white and gold cabinet model RP-1230-G features complete FM-AM radio-phono with balanced 4-speaker system in matched acoustic wood enclosure. Also available in cherry or antique maple.

Prices, No. 611, $39.95; No. RP-1230G, $409.95. **Granco Products Inc., 36-07 20th Ave., Long Island City 5, N. Y.**

"The VeeP", fully transistorized vest-pocket size radio, the size of an average king-size cigarette package, has 3 transistors plus a diode, 2 mercury cells, a built-in Magnecor aerial in a break-resistant case measuring 3¾ x 1½ x 1¼ in.; ivory or black case.

"Scantenna" in new tapered styling; 7-transistors featuring a rotating all-in-one handle with dual Magnecor antennas; handle-antenna unit can be rotated 180 degs. for greater signal pickup and high sensitivity; locks into position for easy carrying; plays up to 500 hrs. on 4 ordinary flashlight batteries. Turquoise, ivory and gold or black.

"Hong Kong" T-9 all transistor short-wave model T-9; weighs less than 20 lbs in cowhide case; uses 9 transistors, 6 ordinary flashlight batteries; features include built-in Magnecor and telescopic antenna, moisture-proof wiring and storage space for 4 extra batteries; detachable lid has built-in World Time Zone Chart.

Prices, "The VeeP," $19.95; "Scantenna" $59.95; "Hong Kong," $229.95. **Philco Corp., Philadelphia 34, Pa.**

Leading Set Makers Specify Tung-Sol

High in performance



TUNG-SOL®
MAGIC MIRROR ALUMINIZED
PICTURE TUBES

ELECTRON TUBE DIVISION
TUNG-SOL ELECTRIC INC., NEWARK 4, N.J.



Coldspot Contemporary refrigerator and freezer "twins"

Here's Sears 1958 Refrigerator-Freezer Line

Coldspot's 1958 Contemporary line, styled to look built-in without expense of installation, includes a set of over-cabinet refrigerator and freezer "Twins," (refrigerator, MR11E and freezer MF11E1); a refrigerator-freezer combination, M17E; and an undercounter freezer, MF6E.

Cabinet backs in new models are enclosed and door hinges are inside door, permitting flush-to-wall installation; in addition a ventilating grille built into cabinet front eliminates need for "breathing space" around appliance.

New "Turbo-Air" air cooling system in all models continually recirculates cold air for uniform temperatures through refrigerator or freezer, preventing formation of frost on food, ice cubes or interior surfaces; selected cooling temperature is always maintained regardless of room temperature; immediate recovery of cold after door is opened; concealed cooling coil defrosts automatically (water collects in compressor compartment and evaporates).

Storage features of refrigerator units include 2 aluminum extension shelves, a sealed full-width swing-out crisper; removable meat keeper; "Ready Mart" pull-out rack for compartmentalized storage of special items. Door interiors provide easy-to use storage compartments for butter, eggs, snacks, 4 adjustable and 2 fixed shelves.

Built-in door shelves, deep roll-out baskets for frozen food packages of all sizes, ice cube



Coldspot Contemporary undercounter freezer

compartment with dessert tray, automatic ice cube ejector, trays, ice bucket for outside as well as inside freezer use.

Contemporary twins, designed for installation at reach-in level offer a variety of installation possibilities: side-by-

(*Cont'd on page* 135)



Coldspot Contemporary refrigerator-freezer

Leading independent service dealers choose Tung-Sol

LOW in callbacks



TUNG-SOL®
RECEIVING TUBES

ELECTRON TUBE DIVISION
TUNG-SOL ELECTRIC INC., NEWARK 4, N.J.

In the tough appliance bu



business, the Pros rely on Electrical Merchandising

This isn't a very relaxed business.

It calls for the stamina of a bulldozer, the nerve of a river-boat-gambler and an enormous amount of information. Not just news or shop-talk. Information. Information about sales trends, marketing plans, products and promotions. The real Pros of the appliance business may vary in age, appearance, disposition and how they like their breakfast eggs. But they have one thing in common. To a man, they are remarkably well informed about this business.

It is this need for full information that has made Electrical Merchandising the basic book of these appliance Pros. Loose talk? Not at all—look at just three facts—

More dealers *pay* hard cash for Electrical Merchandising than for any other appliance publication.

In a recent survey of 6,000 dealers, more dealers *chose* Electrical Merchandising for "sales-making ideas" and for "usefulness of advertisements" than chose the next two publications combined.

To reach and inform appliance men, advertisers *spend* more money in Electrical Merchandising than in any other appliance publication.

Complete information has always been important in the appliance-tv-housewares business. But never before as vital as today. And that's why, in the tough appliance business, the Pros always rely on—



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book-of-the-month with appliance Pros

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SALES MANAGER

Marketing—Advertising—Promotion
General Administration

Fluorescent-Incandescent Field. Seek association, Manufacturer or Sales Agency who requires top talent. Minimum starting remuneration modest five figures. Education: Engineering, Finance, Bus. Eco., Marketing. Experience: Retail, Wholesale, Manufacturing, Fixture and Allied industry. Creative Thinker. Aggressive. Born to lead as I am in business and private life. Now ready for that final step to top or to be prepared for the final step up in your sales or general management position. Remuneration and future potential more important than location. Presently in top management; available on date mutually agreed upon. PW-7645 *Electrical Merchandising*, Class. Adv. Div., P. O. Box 12, N. Y. 36, N. Y.

WANTED
REPRESENTATIVES

Manufacturer of complete line portable & Hi-Fi phonos seeks reps with following, calling on appliance, record, discount & specialty houses, dept. stores. Choice territories available. RW-7835, Electrical Merchandising, Class. Adv. Div., P.O. Box 12, N. Y. 36, N. Y.

AGGRESSIVE REPS WANTED

Leading manufacturer of intercoms, door-answering and music distribution systems, seeks aggressive reps calling on electrical wholesalers and contractors in building field. RW-7806, Electrical Merchandising, Class. Adv. Div., P.O. Box 12, N. Y. 36, N. Y.

MANUFACTURER'S REPRESENTATIVES

Wanted by electric water heater mfgr. No objection to related lines. Please give full information including products handled in first letter. RW-7636, 520 N. Michigan Ave., Chicago 11, Ill.

FOR SALE

ELECTRICAL APPLIANCE MANUFACTURING BUSINESS

Established electrical appliance manufacturing business doing $50,000.00 annual volume (two models) offered for interesting price. Includes all required manufacturing equipment, tools, dies, inventory and orders. No real estate involved. Ideal buy for manufacturer producing other items in appliance or related field. Volume could be materially expanded by organization with experienced sales and promotion departments.

BOX 598, ALLIANCE, OHIO

Large French Factory Manufacturing Washing Machines

Is interested in securing license rights for all patents covering household appliances

Write to No. 1331

SWEERTS

P.O. Box 269-09 • Paris, France

FOR SALE

115 Telex Hospital Radios

Coin operated—value $75 each
No reasonable offer refused

F. J. Leone Company

430 Essex St., Lawrence, Massachusetts



Antique

Polished Brass Telephone Lamp!

Mouthpiece and receiver bakelite. Less shade and bulb—$13.00.

All shipments FOB Simpson, Pa.

TELEPHONE ENGINEERING CO.
Dept. EM-58 Simpson, Pa.

New Products

SEARS continued

side, separated by counter, or located on different sides of kitchen. Mounted on base cabinets, 28⅛ in. high, the units line up with cabinets and counters, and together provide 23 cu. ft. storage space for fresh and frozen foods, (refrigerator, 11.6 cu. ft., freezer, 11.5 cu. ft.); removal of ice cube tray shelf in freezer provides a quick-freeze area for freezing foods; adjustable shelves, and convenient juice can rack.

Combination refrigerator-freezer model M17E has an 11.6 cu. ft. refrigerator and a 6.6 cu. ft. freezer.

Undercounter freezer, MF6E has 6.6 cu. ft. capacity; fits under standard kitchen countertop; available with wood chopping block top, or may be used "freestanding" without top; interior features include 2 roll-out baskets on nylon rollers; 2 aluminum ice cube trays; aluminum dessert tray; automatic ice cube ejector; ice cube storage-server bin; 3 full-width shelves in door; automatic interior light; temperature gauge; toe-pedal door release.

Over-and-under counter appliances finished in antique copper, brushed chrome or white; combination refrigerator available in pink, yellow, or white; illuminated interiors pink with burgundy and lilac accents. **Sears Roebuck & Co., 925 S. Homan Ave., Chicago 7, Ill.**



Winegard "Scotchman" antenna No. 503

Winegard Antenna

Winegard "Scotchman" TV antenna, No. 503, covers near fringe and suburban areas; an all-channel, 5-element Scotchman with new, improved Vee-driven elements; can be used with attachment kits A, B, C or D, and is ideal for stacking. **Price: $14.95. Winegard Co., Burlington, Iowa**

Telco Invader, new type TV antenna designed to operate in VHF fringe area and UHF primary areas is announced; aluminum, uses uni-plane design. Single or stacked 2-bay models; preassembled, features snap-lock construction. $19.95 and $39.95. **Telco Electronics Mfg. Co., Div., General Cement Textron, 400 S. Wyman St., Rockford, Ill.**

2 for the Money!

Double sales, double profits with these new matched appliances by RIVAL!

The matched elegance of the new Can-O-Matic and Ice-O-Matic makes your sales come in **pairs.** Sell both or sell one (your customer will be back for the other one later). Here is new harmony in design keyed to the modern electric kitchen—nationally advertised!



Can-O-Matic®
ELECTRIC **Can Opener**

Push-button efficiency! Husky power unit automatically pierces can and severs lid. Cutting wheel and magnet slip off for easy washing.



Nothing to install—no screws or brackets. Only Can-O-Matic has concealed retractable legs for extra tall cans. **MODEL 757.**



Ice-O-Matic®
PORTABLE ELECTRIC **Ice Crusher**

Touch a switch and Ice-O-Matic crushes ice just the way you want it—from extra fine to nugget-size—as fast as you can feed it in! A handsome, streamlined beauty, powered by a heavy-duty, "kitten-quiet" motor. **MODEL 800.**

Get in touch with your distributor or write
Rival® **MANUFACTURING COMPANY**
Kansas City 29, Missouri
Rival Mfg. Co. of Canada, Ltd., Montreal

WANT A SURE CURE FOR SHRINKING PROFITS IN HOUSEWARES?

? ? ? ?

GUARANTEED 5 YEARS

Then switch to...

HAMILTON BEACH

GUARANTEED 5 YEARS

HAMILTON BEACH COMPANY, A division of **SCOVILL** Mfg. Co., Racine, Wisconsin

Call your nearest distributor or fill out this coupon!

Please have my nearest
Hamilton Beach distributor contact me:

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Address_____

City_____ State_____ Phone_____

THEY MADE NEWS . . .



TOP HONORS in 1957's Brand Names Foundation Retailer-of-the-Year competition go to Ken Stucky, Stucky Bros., Fort Wayne, Ind., left. Certificates of Distinction were awarded to, second from left to right, Joseph H. Lederer, Lederer, Inc., Bridgeport, Conn.; Earl T. Holst, Bracs, Des Moines, Ia.; Marjorie Gerhard, Gerhard's, Inc., Glenside, Pa.; and Lois Baker, Casey & O'Brien, Madison, Wisc. The citations were made April 16 at a dinner in New York City.



THE HOWARD G. FORD AWARD of the Sales Managers Assn. of Philadelphia went to General Electric Co., as Fred J. Borch, right, vice president-marketing, accepted for G-E. Association vice president Paul E. Almquist, of Sperry Rand Corp., left, made the presentation.



DR. WERNHER VON BRAUN, German rocket expert, center, thanks Klaus Bussmann, left, for the gift of a Grundig Majestic phonograph, tape recorder, and short wave unit. Bussmann is Grundig's export manager. At right is Leonard Ashbach, president of Majestic International.



PHILCO'S "SILVER SCROLL" for outstanding range sales in February goes to Bruce Lambert, right, manager of the company's Atlantic division. Presenting the scroll is John L. Goldschmeding, Jr., sales manager, range division. Lambert's division led seven other sales divisions.

VERSATILE COVER on this month's issue of ELECTRICAL MERCHANDISING can be used as counter card or cut in strips for use as window streamer. To test impact of the novel cover, EM editors tried it out in New York City stores. Here it furnishes background as Leon Rubin, left, of Radio Clinic, sells customer a TV set. To order extra copies of cover, see page 47 of this issue.





Want to bet? If you realize that the drum is the heart of *any* clothes dryer, and you have a hunch some *other* dryer is stout-hearted as a Hamilton—just try this. Take a foot-long piece of heavy, forged chain, toss it in the drum *(you can hurl it into a Hamilton, harmlessly)*. Turn the dryer on. This makes a devilish racket, and is apt to gather a crowd on your sales floor. Let the chain clatter away, hours, days, weeks. Then you can open the door and *sell* the drum-durability story your customer can *see*—or can you? You can with a Hamilton; hundreds of dealers do. Don't want to bet? No need to with Hamilton.

Hamilton

laundry equipment with the woman's touch

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN

Ask Retailer-of-the-Year, Ken Stucky, He'll Tell You:



Mr. Ken Stucky, Secretary-Treasurer, Stucky Brothers, Fort Wayne, Indiana. Winner of Brand Names Foundation's "Retailer-of-the-Year" award!

"KELVINATOR'S RETAIL-MINDED OUTLOOK IS INVALUABLE TO DEALERS"



CONGRATULATIONS, STUCKY BROTHERS! Mr. Walter L. Jeffrey, Kelvinator Vice President and General Manager, shakes hands with Ken Stucky, in honor of Stucky Brothers being named "Retailer-of-the-Year" by Brand Names Foundation. This is the second national industry honor for Mr. Stucky within a year. Last year Ken Stucky was President of NARDA.

"When it comes to retail ideas that put you out in front," Ken Stucky says, "it's a great advantage to be teamed with an outfit like Kelvinator."

"Year after year, Kelvinator has vitally concerned itself with the welfare of Stucky Brothers. Traffic builders, sales promotions, practical help at all levels from Kelvinator definitely contributed to making us the kind of a dealer Brand Names Foundation could name Retailer-of-the-Year."

COVETED RETAILING "OSCAR" from Brand Names Foundation. This gold plaque, bearing Stucky Brothers' name, now hangs in Ken Stucky's office. It represents retailing's highest national honor in the appliance field. Certificates of Distinction, the award given the runners-up each year, were awarded to Stucky Brothers for four years, 1953 through 1956.





STUCKY VP AND SALES MANAGER, Robert Benninghoff, demonstrates Kelvinator's glamorous new 1958 "Style Mark" home freezer to prospective buyer.

"Kelvinator not only assists you with selling know-how," Ken Stucky says, "but they build products with the standout quality and useful features your customers want."



KEN AND HIS FATHER, Joseph Stucky, President of Stucky Brothers point to Stucky's effective slogan which typifies their retail-mindedness: "Buy Brand Names You Know from a Firm You Know." "You see we practice what we preach. We know Kelvinator are good people to do business with."

ONLY WHAT'S BEST FOR OUR DEALERS IS GOOD FOR

Kelvinator

DIVISION OF AMERICAN MOTORS CORPORATION

American Motors Means More for Americans

Live Better Electrically